AUTOMATIC WORLD

Entered as second class matter June 19, 1931, at the Post Office at Fort Worth, Texas, under the act of March 3, 1879. VOL. 4. No. 3

DAVAL AWARDED GOLD MEDAL

Gathering of New York jobbers to award GOLD MEDAL to DAVAL MFG. CO. for their revolutionary engineering achievement—AUTOMATIC COIN DIVIDER and separate cash boxes on both the CHICAGO CLUB HOUSE and DAVAL Gum Venders.

In the above picture Nat Cohn is shown surrounded by the donors of the medal. He is holding the signed letter that accompanied their message of appreciation.

Top Row, left to right—Milton Green, American Vending Co.; Wm. Gersh, Byrde, Richard & Pound; Harry Rosen, Modern Vending Co.; Leon Taksen, Irving Bromberg Co.; Babe Averbach, Roxy Vending Co.; James Cante, W.J.C. Vending Co.

Middle Row, left to right—John A. Fitzgibbons, Archie Cass, Globe Vending Co.; Ben Smith, publication representative, Harry A. Fabricant, S & F Sales Co.; Charley Lichtman, New York Vending Co.; Louis Wolf, Wolf's Automatic Sales.

Front Row, left to right—Chas. Sachs, Oceancrest Novelty Co.; D. M. Steinberg, president, New Jersey A. M. A.; Nat Cohn, Daval Mfg. Co.; Claire Grant, Roxy Vending Co.; Jos. Fishman, executive director, Amalgamated Vending Machine Operators Association; Rose Pearlman, secretary, C. M. J. A.; Herman Pollock, Poll-Cap Co., Inc.

November-December 1933

NRA MEMBER U.S. WE DO OUR PART

NEW RECORDS BY VOCALION STARS

READY FOR DELIVERY

VOCAL

2555—THE LAST ROUND-UP (From "Ziegfeld Follies". Vocal with Orchestra
JUST A YEAR AGO TONIGHT (Vocal with Orchestra)
ARTHUR TRACY (The Street Singer)

2578—HUSH MY MOUTH (If I Ain't Goin' South) (Vocal with Ukulele, Piano and String Bass)
I WANT TO CALL YOU "SWEET MAMA" (Vocal with Ukulele and Guitar)
CLIFF EDWARDS (Ukulele Ike)

2569—YOU CAN DEPEND ON ME (Novelty Vocal and Instrumental)
I'VE FOUND A NEW BABY (Novelty Vocal and Instrumental)
THE THREE KEYS (Bon Bon, Slim and Bob)

2546—LOVE IS THE SWEETEST THING (Vocal with Orchestra)
THIS IS ROMANCE (Vocal with Orchestra)
JACK FULTON

2534—IT'S THE TALK OF THE TOWN (Vocal with Orchestra)
THIS TIME IT'S LOVE (Vocal with Orchestra)
RED McKENZIE

DANCE

2579—EASTER PARADE (Fox Trot, with Vocal Chorus)
NOT FOR ALL THE RICE IN CHINA (Fox Trot with Vocal Chorus)
Both from the Musical Revue "As Thousands Cheer"
HENRY KING AND HIS HOTEL PIERRE ORCHESTRA

2581—I WANT YOU—I NEED YOU (Fox Trot with Vocal Chorus)
NO ONE LOVES ME LIKE THAT DALLAS MAN (FT with Vocal Cho.)
Both from "I'm No Angel"
OZZIE NELSON AND HIS ORCHESTRA

2572—YOU'RE MY PAST, PRESENT AND FUTURE (FT with Vocal Cho.)
DOIN' THE UPTON LOWDOWN (FT with Vocal Chorus)
Both from "Broadway Thru a Keyhole"
DICK HIMBER AND HIS ESSEX HOUSE ORCHESTRA

2573—WHAT IS SWEETER (FT with Vocal Chorus)
(Than the Sweetness of "I Love You") From "Myrt and Marge"
TONIGHT MAY NEVER COME AGAIN (Waltz with Vocal Chorus)
From "Ladies Must Love"
HENRY KING AND HIS HOTEL PIERRE ORCHESTRA

2571—GOOD NIGHT, LITTLE GIRL OF MY DREAMS (Waltz, Vocal Cho.)
MOONLIGHT DOWN IN LOVERS' LANE (Waltz, with Vocal Chorus)
IRVING AARONSON AND HIS COMMANDERS

2548—SHANGHAI LIL (FT with Vocal Chorus)
SITTIN' ON A BACKYARD FENCE (FT with Vocal Chorus)
Both from "Footlight Parade"
LEON BELASCO AND HIS HOTEL ST. MORITZ ORCHESTRA

2549—DINNER AT EIGHT (FT with Vocal Chorus)
GIVE ME LIBERTY OR GIVE ME LOVE (FT with Vocal Chorus)
From "Torch Singer" JACQUES RENARD and his ORCHESTRA

2561—ME FOR YOU FOREVER (FT with Vocal Chorus)
SWEET MADNESS (FT with Vocal Chorus)
Both from "Murder at the Vanities"
HENRY KING AND HIS HOTEL PIERRE ORCHESTRA

2551—THE LAST ROUND UP (FT with Vocal Chorus)
From "Ziegfeld Follies"
WHO'S AFRAID OF THE BIG BAD WOLF (Novelty FT with Vo. Cho.)
From Walt Disney's "The Three Little Pigs"
DICK HIMBER AND HIS ESSEX HOUSE ORCHESTRA

2558—I'LL BE FAITHFUL (FT with Vocal Chorus)
JUST A YEAR AGO TONIGHT (Waltz with Vocal Chorus)
OZZIE NELSON AND HIS ORCHESTRA

2562—YOU'VE GOT EVERYTHING (FT with Vocal Chorus)
I'D BE TELLING A LIE (FT with Vocal Chorus)
HENRY KING AND HIS HOTEL PIERRE ORCHESTRA

HOT DANCE

2541—BEER GARDEN BLUES (Novelty Dance)
BREEZE (Blow Back My Baby to Me (Nov. Dance with Vocal Chorus)
CLARENCE WILLIAMS AND HIS ORCHESTRA

2539—ST. LOUIS BLUES (Novelty Dance)
KING KONG STOMP (Novelty Dance)
JOSEPH ROBECHAUX AND HIS NEW ORLEANS RHYTHM BOYS

BRUNSWICK Branches: **New York, Chicago, Dallas, Los Angeles, New Orleans, San Francisco**

Big Names... attract nickels to your Automatic Phonographs just as they attract dollars on Broadway! Vocalion Records and Vocalion Artists offer you those BIG names at new low prices.... Write for wholesale prices and new Record lists.

BRUNSWICK RECORD CORP.
1776 Broadway, New York.

BRUNSWICK RECORD CORP.
1776 Broadway, New York.

Please send me at once wholesale price list. I operate.....phonographs.

Name .....

Address .....

City ..... State .....

AW-11-33

Greater Earning Power . . .

because it has

Multi-Selective Control!

Wurlitzer Simplex's exclusive Multi-Selective Control . . . permits depositing from one to twenty nickels . . . hour and a half of entertainment without further attention.

YOU'RE in the coin machine business for a reason . . .to make money.

That's why we've designed the Wurlitzer-Simplex to build up the biggest profits ever produced by an automatic phonograph.

Forget, for the moment, all about its superiority from the standpoint of tonal beauty and cabinet attractiveness. There's one feature alone that insures bigger returns . . . and that is its exclusive MULTI-SELECTIVE Control.

With the Multi-Selective Control, instead of having to deposit a nickel every time a record is to be played, the patron can deposit up to twenty nickels consecutively, and the Wurlitzer-Simplex continues to operate until an equal number of selections have been played.

Beer drinkers want music . . .but they want it without bother. The Multi-Selector makes it possible to buy a solid hour and a half of musical entertainment all at one time. It makes nickel spending easier . . . and steps up each day's receipts.

Your opportunity is wide open, today. Go after it now!

Write, wire or phone for your territory

THE RUDOLPH WURLITZER MANUFACTURING CO.
North Tonawanda, New York

Cabinet of matched walnut . . . amply large enough to be pretentious; at the same time small enough to permit easy transportation. That's important to you.

WURLITZER SIMPLEX COIN-OPERATED PHONOGRAPHS

With the Profit Building **. . Multi-Selective Control**

All operators are
RUSHING to their
nearest JOBBER

to BUY—

DAVAL'S NEW

GOLD MEDAL

Chicago CLUB HOUSE

DAVAL Gum Vendors

with

SEPARATE CASH BOXES

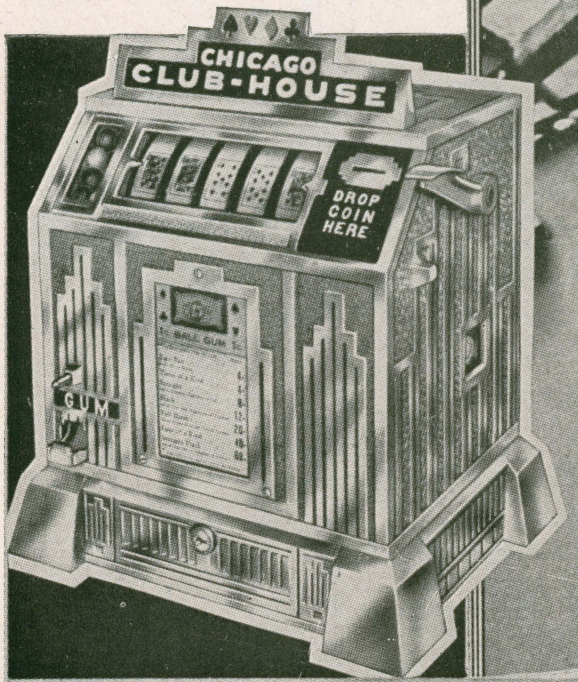
and

AUTOMATIC COIN DIVIDERS

A million words can't
Fully Describe it!

ORDER NOW

NRA MEMBER U.S. WE DO OUR PART

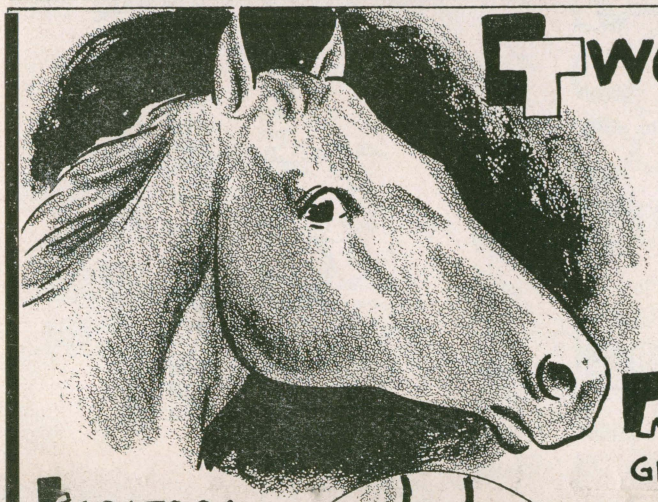


DAVAL MANUFACTURING CO

200·SO·PEORIA ST ·o· CHICAGO · ILL·

NEW YORK OFFICE ~ 656 BROADWAY - NEW YORK · N·Y·

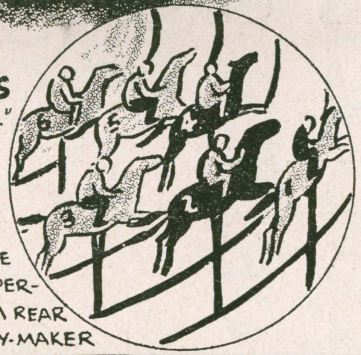
BELIEVE IT, IT'S TRUE - - - by Evans



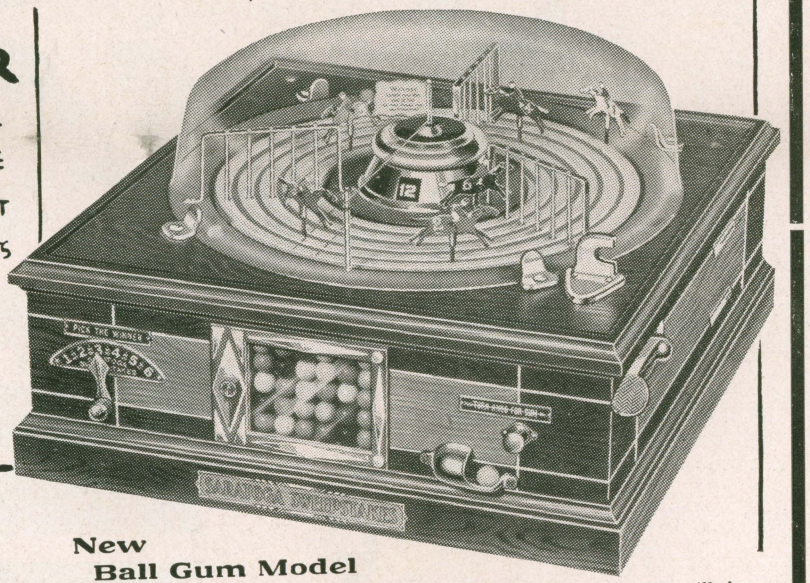
TWO GREATEST HORSE RACING CHAMPIONS IN HISTORY!

SARATOGA SWEEPSTAKES SETS THE PACE
NO OTHER "RACE" MACHINE CAN MEET - - -
THE CHAMPION OF APPEAL, PROFITS, AND PERFORMANCE

SARATOGA SWEEPSTAKES
IS THE ONLY "RACE" MACHINE IN WHICH HORSES ACTUALLY PASS AND REPASS EACH OTHER - ALSO NEW GYP-PROOF HORSE SELECTOR. ENTIRE OPERATION VISIBLE FROM REAR - SPEEDIEST MONEY-MAKER



MAN·O·WAR
GREATEST OF ALL THOROUGHBRED RACE HORSES - WON ALL BUT ONE RACE OF HIS 21 STARTS AND THEN RAN SECOND BY A HALF LENGTH! BROUGHT HIS OWNERS
$249,465.00



SARATOGA ACCLAIMED THE GREATEST HORSE RACE GAME EVER BUILT!

They're off! The field has rounded the turn and are now sweeping down the stretch. Horses neck and neck, passing each other . . . your horse is coming up . . . she's ahead . . . and wins! What a race! *And what a machine that can so realistically reproduce the thrills of the turf!* . It's downright important, this feature of horses *passing* and *repassing*. And that's one reason why Saratoga Sweepstakes is such a success. But there are many more. See Saratoga! Play Saratoga and know why they call it "The greatest game of 'em all!"

Wire or Write at Once for Prices and Circular Describing New Models and Refinements

H. C. EVANS & CO. 1522-28 W. Adams St. CHICAGO, ILL.

New Ball Gum Model Is A Winner! Bigger and quicker profits will be won in thousands of new locations with the new BALL GUM MODEL of Saratoga Sweepstakes. Brand new! Just out! New features and new refinements make Saratoga, more definitely than ever, the *"Aristocrat of All Horse Race Games."* Order yours now!

NEW!—HANDSOME CEDAR FINISHED CABINET

Saratoga Sweepstakes may be had in either a cedar finished or walnut finished cabinet. Also with or without gum attachment; and with or without pari-mutuel device.

VISIT AMERICA'S MOST BEAUTIFUL COIN MACHINE SHOW ROOMS

•

READY

For Immediate Delivery

WORLD'S FAIR

JIG SAW

AND

GOLD MEDAL

CHICAGO CLUB HOUSE

• ORDER TODAY •

FROM

MODERN VENDING COMPANY

656 Broadway • NEW YORK CITY

NAT COHN, President

•

VISIT AMERICA'S MOST BEAUTIFUL COIN MACHINE SHOW ROOMS

GENCO has given you the greatest pin games in all coin machine history.....

REMEMBER ??

Genco Poker & Hearts Monte Carlo–Buster Ball–O. K.–Jiggers Jr.–Jiggers Sr.—Tip - Top—Admiral Commander–Black Beauty–Super Special–N e w Century–N e w Century "Special"—Sky Ride—

SILVER CUP

"The 1st Real International Pin Game Success"

AND NOW . . .

42ND STREET

GENCO'S GREATEST PIN GAME

WITH A BALL GUM VENDOR. 7 FLASHY, SPARKLING COLORS. A MILLION NEW FEATURES NEVER SEEN BEFORE. IT'S A SENSATION!

"IT'S A GENCO GAME--ITS BETTER"

PLACE YOUR ADVANCE ORDER NOW

GENCO. INC.

2627 No. Ashland Ave. CHICAGO

ROCKET

IMMEDIATE DELIVERY

Sweeps country like wild-fire!

Breaking All Records for Big Earning Power

SPECIAL FEATURE FOR OPERATORS OF LARGE ROUTES

Operators who employ collectors can have their ROCKET machines equipped with automatic registers to record every coin played and every payout made. This feature, supplied at a slight extra charge, is the first and only device that gives complete and absolute protection to the large route operator.

SAMPLE

$72.50

With Legs
TAX PAID
Lots of 5 or more
$69.50 each
1-3 with order,
balance C.O.D.,
f.o.b. Chicago

Multiple AUTOMATIC *Payout*

6 PAYOUTS POSSIBLE ON 1 COIN

19 in. wide, 42 in. long.
42 in. high, weight 130 lbs.

NRA MEMBER U.S. WE DO OUR PART

ORDER NOW TO INSURE EARLY DELIVERY

FACTORY SNOWED UNDER—with ROCKET orders, and volume repeat orders are now pouring in daily; So act at once to get in on the ground floor . . . . Only ROCKET gives the thrill supreme of MULTIPLE AUTOMATIC PAY-OUTS, as many as 6 AUTOMATIC REWARDS WHILE 1 GAME IS BEING PLAYED, as many as 30 coins on 1 payout! And the clever design enables you to operate in "open" or "closed" territory—earning slot machine profits with a LEGAL GAME OF SKILL! Cheat-proof, positively bugless, and built to eliminate service calls, ROCKET will continue to pay you big profits long after cheap novelty machines have been junked. Take the first step toward increased earnings today. SEE YOUR JOBBER OR DISTRIBUTOR—or write for BEAUTIFUL 5-COLOR ILLUSTRATED ROCKET circular.

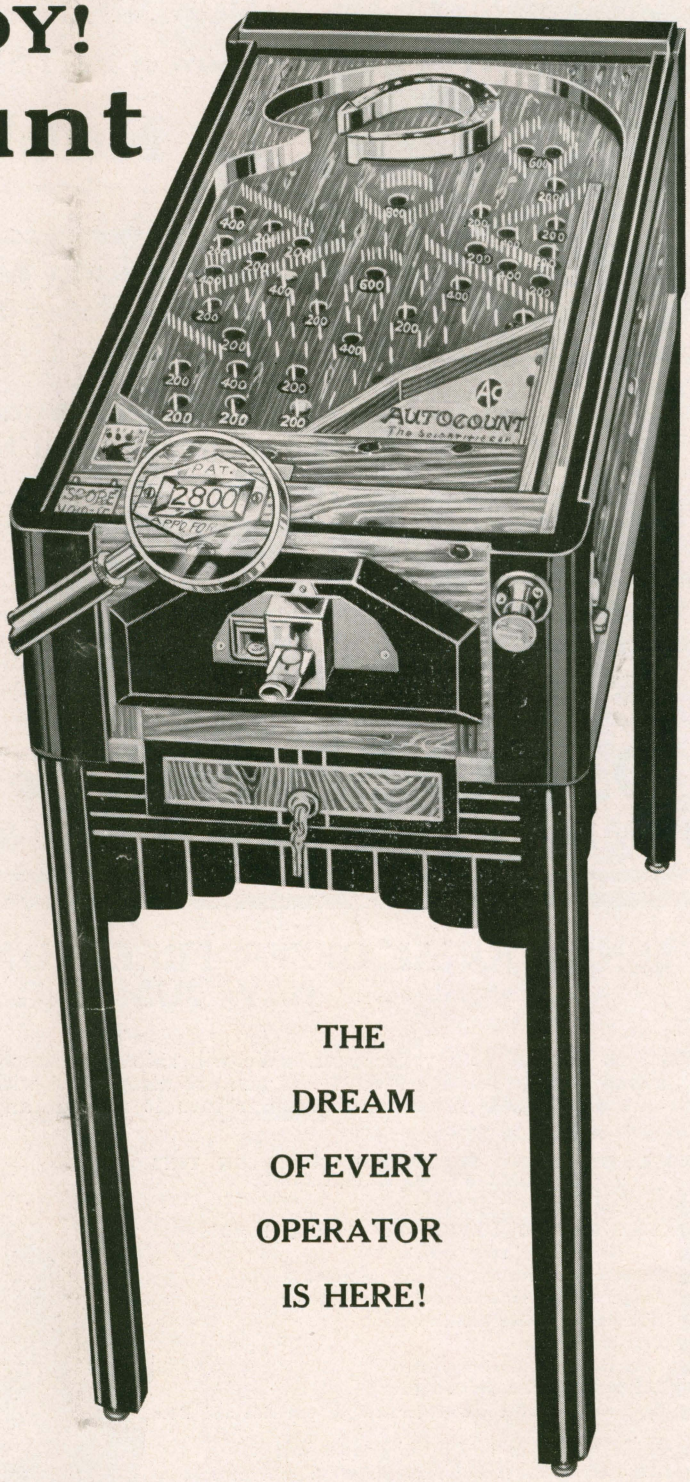
BALLY Mfg. Co. Southern Branch, 685 Linden Ave. Memphis, Tenn.

General Office and Factory, 310 West Erie Street, Chicago, Ill.

WEST COAST OFFICE AND WAREHOUSE, 106 GOLDEN GATE AVENUE, SAN FRANCISCO, CALIF.

NOW READY!

Autocount



THE CHISEL
PROOF GAME

AUTOMATIC TOTALIZER, with combined player award checker and collection protector.

The Thrill of
"SEEING IT WORK"
Multiplies Cash
Box Seceipts

AUTOCOUNT—gives the player total score in one number. In addition it prints total score inside machine and gives operator immediate and exact payout where award scores are used—

ELIMINATING ALL
CHISELING BY
LOCATION OWNERS

WILL TAKE AND
HOLD EVERY
LOCATION

THE
DREAM
OF EVERY
OPERATOR
IS HERE!

$75.00 Net F.O.B. CHICAGO
Operator's Price
FEDERAL TAX INCLUDED

FOR QUICK SERVICE SEE YOUR NEAREST JOBBER

INQUIRIES FROM TERRITORY NATURAL TO NEW YORK SHOULD BE DIRECTED TO PICKRUM-WEAVER CORP., 188 W. 4th ST., NEW YORK CITY—EASTERN DISTRIBUTORS AND CO-DEVELOPERS OF AUTOCOUNT

A.B.T. Mfg. Co.,

3311-19 Carroll Ave.
CHICAGO, ILL.

Operators! Save Money! . . get Better Service! Deal with D. ROBBINS & CO.

HUNDREDS of Operators . . .
know it PAYS to deal with . . .

D. Robbins & Co.

* * * * *

NRA MEMBER U.S. WE DO OUR PART

We never recommend any machine unless it is mechanically perfect . . . and . . . in our opinion . . . a Real Money-maker!

* * * * * * *

Write for our Complete Price List of New and Used Machines . . .

ALSO . . .

Be Sure to Ask for a **FREE COPY of Robbins' 'Automatic News'**

Contains money-making information for operators

ON HAND for immediate delivery— Large stock of all the latest and best machines . . also . . . many bargains in perfectly reconditioned machines.

* * * * * *

17 YEARS EXPERIENCE AT YOUR COMMAND

Ask Dave Robbins regarding any operating problem. He will gladly advise you. No obligations.

Better Service!

Our complete repair department is under the supervision of IRVING MITCHELL who is known as one of the best mechanics in the industry. "If Irving can't fix it—throw it away."

NADA

ESTABLISHED 1916

ATTENTION! MANUFACTURERS! If you have a good machine which is original and a money maker, communicate with us at once regarding exclusive eastern distribution.

D. ROBBINS & COMPANY

1141-W DeKalb Ave. (Tel: JEfferson 3-7873) Brooklyn, N. Y.

SENSATIONAL OFFER–FREE–5 DAY TRIAL–FREE– ON THE NEW JUMPING JACK

Send no deposit with your order. We will ship you sample machine on approval for 5 days. If you are dissatisfied with the JUMPING JACK for any reason return it without any costs or charge to you.

NOTE THE MANY SPECIAL FEATURES ON THIS MACHINE AT NO EXTRA COST

- GUARANTEED PERFECT
- ANTI-TILTING DEVICE—No Cheating Possible
- One-piece heavy steel cabinet
- Entire mechanism encased and protected
- Large roomy separate cash compartment
- Mounted on rubber suction cups
- Pick-proof locks
- Last coin played always shows
- Highly polished aluminum fittings
- Reversible award cards—Cigarettes on one side and Beer on the other
- Inside of cabinet finished to prevent rust
- All working parts cadmium plated to prevent rust
- Cabinet finished in either Black or Green
- Size—11"X7"-5"
- Shipping weight 10 pounds
- Iron clad money-back guarantee
- Fruit Reel Dice and award card—65c additional.

THE JUMPING JACK MUST be good to stand this offer.

SEE ONE—TRY ONE—YOU'LL BE CONVINCED

WRITE OR WIRE YOUR ORDERS

YOU TAKE NO RISK WITH THIS MACHINE

Plays 1c, 5c or combination 1c and 5¢ play

ONLY

$10.50

NEW ERA MANUFACTURING CO.

2163 NORTH CALIFORNIA AVENUE CHICAGO

New York Ops Plan Gala Affair

Full Plans for Affair Approved by Board of Directors; More Than 1500 Attendance Expected From New York

NEW YORK—Joseph Fishman, executive director of the Amalgamated Vending Machine Operators Association here with the largest operators' association membership in the United State, announces that by popular demand from the operators themselves the board of directors of this association have decided upon their second annual gala affair to again be held at the Level Club in New York City, January 14, 1934.

From his headquarters in the General Motors building, Fishman also announced the elaborate plans which have already been approved for this affair which has been under the advisement of the board of directors of this association for some time. His last trip to Chicago to speak with the manufacturers there brought him back to New York full of enthusiasm and with confidence that this second annual gala affair would be the greatest in the history of this association.

The manufacturers with whom he spoked in Chicago assured him of their appearance at this affair and he therefore has prepared a special table for their benefit. Speakers will be welcomed, whereas at the last affair no speeches were allowed. A microphone connection will be placed on the speakers' table with loud speakers throughout the club to insure everyone of those present hearing the speaker.

A special table will also be prepared for the NADA members here in New York and all others from surrounding cities who care to attend. A special table has also been set aside for the CMJA members here. Mr. Fishman is also hopeful that this year too he will have a guest from overseas as he did at the last affair.

This year the attendance is certain to be even greater than before for the New Jersy AMA has also ben invited to the affair and their president, D. M. Steinberg, is expected to attend with a delegation of New Jersey's leading operators. Whether this is significant of any connction between these two associations has not been made public at this time, but it seems that some such thought is in the air.

Mr. Fishman also states that executives of other operators' associations throughout the country will be invited and that they will be welcome at the board of directors' table at the affair.

The same high type of entertainment and music which was furnished for the last affair will again predominate, and again one of New York's leading orchestras will be on hand to help the dancing.

The operators have again requested that the affair be entirely formal as was the last affair. This request has been approved by the board of directors of the association. Those who cannot come in formal attire will certainly not be turned away but will be as heartily welcomed as they were at the last affair, Mr. Fishman states, and they will again be as certain of a pleasant evening.

The second annual edition of the "Automatic Operator" will again be sent to every operator and will again be placed on every table at this affair. Byrd, Richard and Pound, advertising counsellors of New York have again been chosen to prepare and edit this publication for the association. Advertisements will be solicited by this firm as they did last year.

Further plans will be announced prior to the date set for the affair, Sunday evening, January 14, 1934.

Mr. Fishman expects to have Mr. David Gottlieb of D. Gottlieb & Co., Mr. A. S. Douglis of the Daval Mfg. Co., Mr. David C. Rockola of the Rock-Ola Mfg. Corp., Mr. Ray Moloney and Mr. Jim Buckley of the Bally Mfg. Co., Mr. David Gensburg of Genco, Inc., Mr. Walter Tratsch of ABT Mfg. Co., Mr. Lee S. Jones of the American Sales Co., Mr. Marshall Seeburg of J. P. Seeburg Corp., Mr. Claude E. Kirk, Exhibit Supply Co., and many other Chicago manufacturers who have already promised to be present in New York for this affair and who will say a few words to the men who have been purchasing their products here in such quantity.

From all indications this second annual gala affair of the Amalgamated Vending Machine Operators Association of New York will be the greatest aside from the annual convention held in Chicago. Further information can be obtained from Mr. Joseph Fishman, executive director of the Amalgamated Vending Machine Operators Association, Inc., General Motors building, New York City.

●

LARGE OPERATORS HAIL ROCKET REGISTER

"We are more than satisfied with the response to our first announcement of Rocket," says Jim Buckley, sales manager of the Bally Manufacturing Company. "Operators, large and small, have been quick to recognize the great advantage of the multiple automatic payout, but large route operators in particular are outspoken in their enthusiasm over the double register feature, which is optional and supplied at a nominal extra cost. This register counts each and every coin played and also counts each and every coin paid out in rewards. It is therefore an absolute check on collectors' reports and also eliminates all arguments with location owners regarding rewards. Orders for Rocket already on our books will keep our plant busy at full blast for several weeks to come. These orders, by the way, are chiefly from a comparatively few larger jobbers whose merchandising facilities permit them to order even before any definite price information is given out. The volume orders from the industry at large will begin to pour in this week when prices and full details on Rocket are released to the trade."

●

TEXAS OPERATORS NOTICE

We want to enlist your help. We want everyone of you to assist us in seeing that every operator in Texas receives AUTOMATIC WORLD. We don't want you to solicit subscriptions, that's not it. All we want you to do is send us the names of any operators you happen to know that is not receiving AUTOMATIC WORLD. We MUST see that every operator in Texas has an opportunity to become a reader of our journal. Any operator you know that is not getting the WORLD please send us his name and address. We will certainly appreciate this favor.

AUTOMATIC WORLD,
Per Tom Murray.

Hello Sucker....

By C. A. Bowman,
Rock-Ola Manufacturing Corp.

WHEN I see usually intelligent, level-headed men being hoodwinked into buying trashy copies of good games, I think the late Texas Guinan must have known a lot of operators.

How about it, fellows? Is it easy to fool you?

It sure is. At least, that's the opinion of a few shyster manufacturers.

Here's the way it works. Some reliable manufacturer spends plenty of bucks putting out something new. The game comes out. It's a success. A few black vultures (calling themselves manufacturers) who never did have a single original game, swoop down and copy the successful one. Then these "vultures" print phoney testimonials telling how operators have made $100 or $200 a day, and a lot of operators fall for it. Pure hokum!

But some of the fellows only find that out later. If you'd like to hear some plain and fancy cussing, get the low-down on these fake machines from a few of the boys who really put a lot of dough into them. They'll tell you plenty!

These operators saw the new games and probably bought a few of them with the result that they made fairly good money. Now old Mr. Vulture comes along with a slick story and an imitation game. The operator falls for it like a ton of bricks, especially when he can get it a few dollars cheaper than the original.

Here's what he thinks: "I'm going to become a millionaire in a couple of weeks. Sure! The advertising says Joe Bloke made $100 a day! Why shouldn't I do that, too?"

He doesn't stop to think that if the "copy" is such a big money-maker, why doesn't the "vulture" manufacturer charge more for it?

So he puts the fake machine (beg pardon, they're generally more like toys), so he puts these "toys" in his various locations and goes home wondering how it will feel to play golf with John D. Rockefeller.

The next morning there's hell to pay!

Broken glass, losing payouts and wrong payouts, jammed coin chutes, repairs! repairs! repairs! All day long he listens to complaints from location owners. He writes to the factory. They tell him to send back the machines and they'll fix them up. Maybe they do, maybe they don't. But what's the difference if the operator loses his location while waiting for the repairs to be made?

So smooth old Mr. Vulture chuckles and marks down one more operator on his "sucker list."

This could be avoided if an operator would take the time to figure it out for himself. If a manufacturer hasn't brains to think up his own machines, how could you expect him to have even brains enough to make a mechanically perfect copy?

Copies of games are not going to make a bit of difference to manufacturers who put out the original game. He'll sell the original machines sooner or later.

It's the operator who gets it in the neck.

Just to illustrate the advantages of an original machine, take the Official

THERE IS ONLY ONE

SUPREME

VENDING COMPANY

AND THE ADDRESS IS.....

557 ROGERS AVE., BROOKLYN, N. Y.

WARNING

We are not responsible for any other firms who may be using the SUPREME name throughout the country. There is only ONE Supreme!

WRITE FOR FREE COPY—of the Coin Machine Operator's Newspaper..... Supreme News
LISTS and PRICES more than 1000 MACHINES

NADA

Sweepstakes for instance. The Official gives 60 different odds, all in plain sight, running from 2 to 1 to 30 to 1. Then there's the fascinating little "magic ball" which spins around the odds track, skipping from 30 to 1, to 2 to 1, to 5 to 1—keeping up interest all the time.

In addition, the register in the back shows which horse has been picked to win and the sizes of the coin which was played. After each play, the coin drops out of sight and the next one takes its place.

Yet the mechanism is greatly simplified, there's nothing to get out of order. Mechanically, it's as simple as your penknife.

These are the advantages of an original machine. The advantages that only a manufacturer who has spent time and money in designing a machine can give to the operator.

But, in addition, there are things just as important but harder to see. For instance, look at the way the Official is built. It is made so that the glass is carefully protected. But even if it should break, that's nothing to worry about because you can step down to the hardware store and have another piece put in. It takes but a few seconds and costs but a few cents.

Unless he has spent months of close studying, an imitator might fall down on something like this.

Then, too, those who put out machines quickly and cheaply are unable to put on that large ball gum display you see in the Official Sweepstakes. Nor can they afford the colorful decoration which attracts so much attention. And, after all, if a game fails to get attention, what good is it? The players have to notice it before they can play it.

One of the reassuring things, however, is the fact that the largest operators are catching up with the "black vultures." They've discovered that it doesn't pay to use the cheap machines. You'll find the Official Sweepstakes and the original products of other manufacturers on the routes of these large operators.

The day is not long off when all of the operators will recognize the value of original machines. Though they may cost a few dollars more, these few dollars are soon returned to them in the greater interest, the greater play, and the longer life of their machines.

So when they invest in original machines, it means they can look forward toward bigger profits.

I could stand that, couldn't you?

●

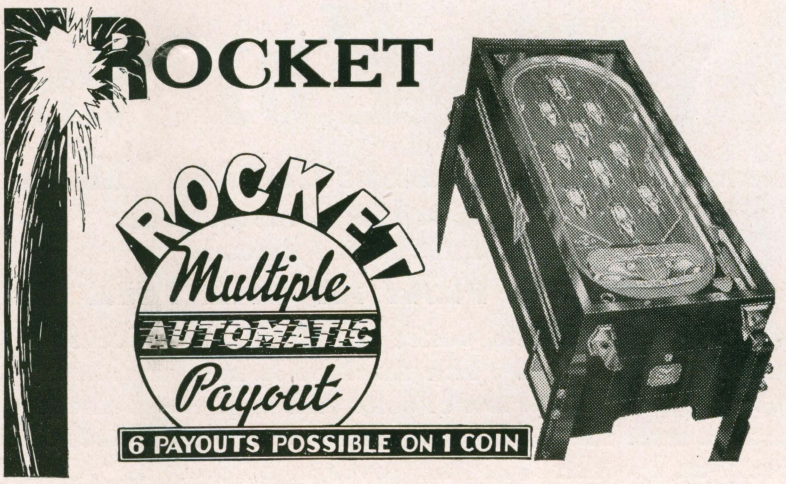
"Silence in the court! Half a dozen men have been convicted without the court's being able to hear a word of testimony."

. . . A
GOOD BEGINNING
IS WHAT YOU WANT
START
BY SENDING FOR A
FREE COPY
OF
ROXY TIPS
THE OPERATOR'S NEWSPAPER

Listing all the new and used pin games, slot machines, peanut vendors, supplies, parts and everything the operator needs. Jig Saw, Gold Medal Club House, Rocket, Silver Cup, 42nd Street, Mills, Watling, Jennings slot machines, Aristocrat Line, etc.

ROXY VENDING CO.
Tel. COLumbus 5-3389
923 W. 8th Ave., New York City
MEMBER CMJA

We Can Deliver



We have anticipated the demand for ROCKET and can make deliveries NOW !! Largest stock in Texas.

PRICES

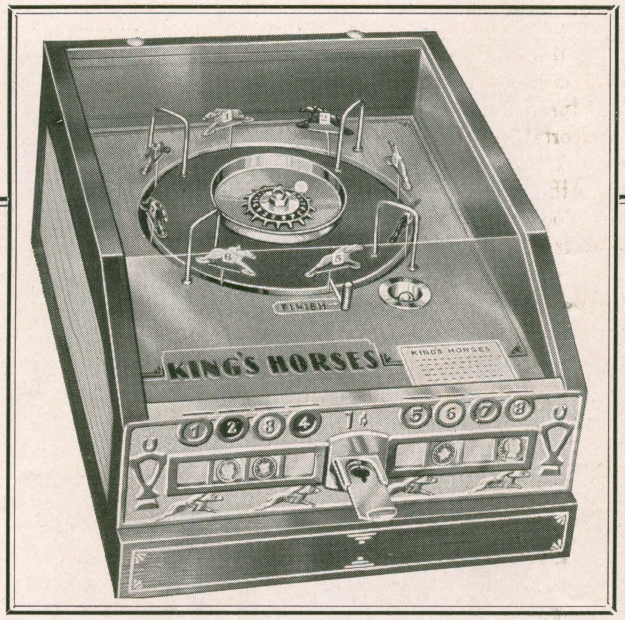
Rocket,	$72.50	Cub,	$11.90
Crusader,	35.00	Ticker,	14.75
Airway,	35.00	Rambler,	14.75
Bosco,			$11.90

ONE-THIRD WITH ORDER, BALANCE C.O.D.—F.O.B. CHICAGO

IF BALLY HAS IT WE HAVE IT

South Coast Amusement Company
Authorized Distributor Bally Mfg. Co.
1429 Travis Street
Phone F-9037
HOUSTON, TEXAS

981 Liberty Street
Phone 5900
BEAUMONT, TEXAS



Kings Horses

New Improved Pneumatic Controlled Mechanism—Last Word in Construction

It's Entirely Different Because

EIGHT CAN PLAY AT ONE TIME

With pennies, nickels, dimes or quarters. All coins go into your cash box. This machine is not an ordinary racing game. It has lots of color and snap and is a beautiful counter machine. As much as $2.00 can be bet on every race which is run and over in 20 seconds. Cost 1c to play, yet pennies, nickels, dimes and quarters can be played on one or several horses in each race. Accurate odds recorder. Sensitive foul detector prevents cheating by tilting or hitting machine. Remember, as many as eight people can play KINGS HORSES at one time. This means that no waiting is necessary during rush hours, as everybody can play on each race. KINGS HORSES is remarkable and we just can't start to tell you all the good features in this ad. Ask us any questions you want to about KINGS HORSES, or wire us your order today for machines. Quantity price quoted here, "right off the bat." You can't go wrong with KINGS HORSES.

WE GUARANTEE "KING'S HORSES"

If the machine does not satisfy in seven days, just return it and your money will be refunded—no questions asked. Our 46 years in business is your guarantee of entire satisfaction.

SPECIAL OPERATOR'S PRICE

$23.50

Terms: One-third Cash with Order, Balance C.O.D.

NRA WE DO OUR PART

SIZE
20 in. long
15 in. wide
18 in. high
Weight 30 Lbs.

MANUFACTURED EXCLUSIVELY BY

THE AD-LEE COMPANY, Inc.

823 SOUTH WABASH AVENUE CHICAGO, ILL.

Texas Tax Law Information

Well boys we are still marking time regarding the tax situation. On November 1st Governor Ferguson signed the house bill No. 174, known as the Coin Operated Vending Machine Act, and it became effective immediately. However, H. I. Drollinger, Joe Day, and the Electro-Ball Company, acting for themselves and the Coin Operated Vending and Amusement Machine Association of Texas, filed a suit attacking the constitutionality of the bill. The suit was filed in behalf of managers, exhibitors and owners of every coin-operated machine of any type in Texas. Judge J. D. Moore of the 98th District Court of Travis county issued an order restraining the State Comptroller, George H. Sheppard and other state tax enforcement officers from enforcing the provisions of the act. So, now we will wait for the hearing. We do not have any information as to when the hearing will be. The bill will be attacked on the grounds of its constitutionality and was challenegd because the caption of the bill did not include mention of any tax on marble machines. However, farther down in the bill marble machines were mentioned and the tax placed was at $10 on each machine receiving 1c or more.

This new bill No. 174 repealed the old bill No. 154, passed by regular session of the 43rd Legislature and automatically dissolved the temporary injunction, which was already in effect, restraining officials from collecting tax under its provisions. The new House bill exempts telephones, gas meters, pay toilets and drinking cup venders. The bill does not make any mention of any variety of machines that can not be operated but really appears to be pretty broad. We give you herewith Committee Amendment No. 2:

"An act levying an annual occupation tax upon all machines and other devices of whatsoever kind and description operated by coins, metal slugs or tokens similar to coins, for the purpose of amusement, entertainment, or vending commodities, merchandise, or confecion, or for services of any kind, exempting pay telephones, gas meters, pay toilets and sanitary drinking cup vending machines from the provisions of this act, providing a penalty for the violation of the provisions of this act and providing that all laws and parts of laws in conflict herewith are hereby repealed and declaring emergency."

Most Beautiful Offices And Showrooms in America

With the above words, Nat Cohn, popular president of the Modern Vending Company, 656 Broadway, New York City, presented to the coin machine industry, the most modernistic showrooms and the finest equipped offices in all coin machine history.

It seems just a few years ago when Nat Cohen started his first small jobbing offices in Brooklyn. (By the way, his present outer offices are larger than the complete quarters he had when he started).

Nat has been with coin machines for more than seven years. He has been both progressive and enthusiastic in helping to bring up the general level of this industry. He has at all times tried to deal fairly and squarely with all his customers. He has today one of the most outstanding names ever earned through honest dealing in the coin machine industry.

But after all the celebrating which has been going on this past month in honor of his new showrooms and offices. Amidst all the many floral pieces and the hundreds of telegrams and letters from all over the country congratulating him upon his achievement, amid the luncheon party given at his offices and all the fuss and celebration, we believe that many of the men will be interested in a description of these new showrooms and offices and why all of New York is calling them "the most beautiful offices and showrooms in America."

As you enter you are greeted with a replica of a Spanish bungalow. The outer offices are all coated in bronze. Here are the office and sales force. Comfortable red leather couches to match with the coloring of the office are at hand for those who wish to wait.

You then enter into this Spanish bungalow with its open windows gaily decorated by striped awnings and an arched doorway and you are in the showrooms itself. The showroom is done completely in black and silver and the designs are entirely modernistic. The many machines are all towards the center of the room so that the customer can walk completely around them. This new means of displaying machines is in itself rather unique.

From the showroom there is a door which leads to the private offices of Mr. Cohn. The offices are furnished after one of the periods. The furniture follows the Italian Rennaisance. The drapes and curtains on the windows match the furniture. The chairs are of the comfortable deep leather variety. The desk faces towards the entrance to the office from the showroom. Another door leads to the repair department from Mr. Cohn's inner private offices.

The repair department is the largest of all. A door leads from the showroom to the repair department and there is also a separate entrance from the hall to the repair department. Therefore if an operator wishes to have a machine repaired, without looking at any of the new machines, he can enter from the hall door and transact his business there, and leave the same way.

There is enough room in the repair department to stock anywhere from 500 to 1000 machines at a time. Every mechanical aid to machine repairing has been installed. There are electric buffers, polishers, drills, etc. Complete kits of all parts for machines have been especially made for the con-

(Continued on Page 18)

"The South's Largest Distributors"

Urge You to Order Immediately . . .

The Gold Medal

CHICAGO Club House

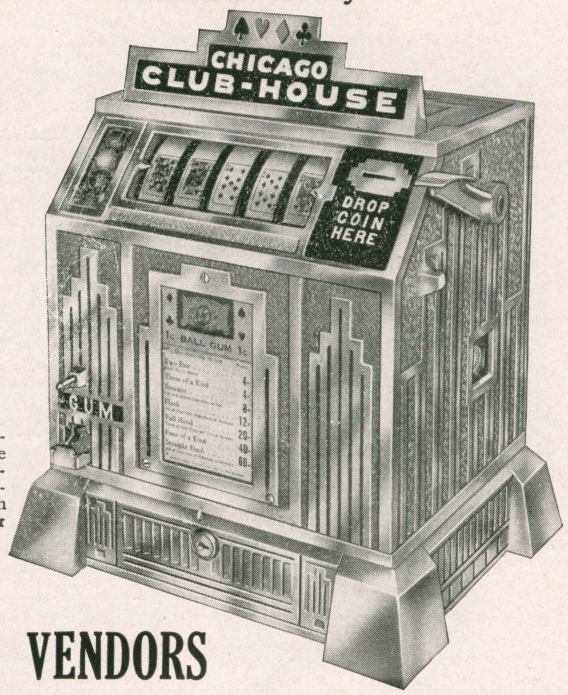
with

AUTOMATIC COIN DIVIDER

and

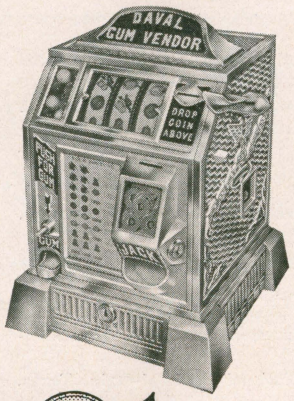
SEPARATE CASH BOXES

The most revolutionary engineering achievement in the past 40 years of coin machine history. FREE—Five-year service guarantee with every machine. RUSH your order to us—TODAY! !



GOLD MEDAL

DAVAL GUM VENDORS



Ready for instant delivery—World's Fair, Jig Saw, Aristocrat Line, Silver Cup, 42nd Street, Speedway, Rocket, Yankee Crane, and all the other newest and best games.

NADA

FREE Sensational used machine bargain price list for bonafide operators only. Machines that you can use in quantity and save money by BUYING NOW. Get a postcard off to us TODAY for this new sensational bargain price list.

Oriole Coin Machine Corp.

17 South Charles St. Phone Plaza 3620 BALTIMORE, MD.

National A.M.A Organizes

THE National Automatic Merchandising Association has been duly organized in New York City, and is now functioning. This association consists of the leading automatic merchandisers of the country and promises to be the outstanding national organization of the coin-operated machine merchandising industry. Membership consists of such firms as Stewart & McGuire, Rowe Cigarette Service Co., Inc., Paramount-Publix Theaters, Automatic Canteen Co. of America, Hudson County Tobacco Co., Gillett Vending Service Co., New York Automatic Canteen Corp., Interstate Vending Co., New York Toasted Nut House, Todd Cigarette Co., Public Service Tobacco Co., Inc., and many other leading firms and corporations that are interested in the automatic merchandising business. One of the outstanding features of the new organization is for the co-operation with the NRA.

We present herewith a report as it came to us from Mr. J. H. Hirsch, secretary of the Association:

A committee of arrangements, consisting of C. L. O'Reilly, J. C. Stewart, J. H. Hirsch, J. Beresin (J. H. Hirsch acting as secretary), decided to call a meeting at the Astor hotel on August 24, 1933.

A list of 30 picked from various local operators in the automatic merchandising field were written to and at the meeting it was decided to call the association National Automatic Merchandisers Association.

The meeting was very well attended by a great many of the leading operators and everybody enthusiastically welcomed the idea of an association that meant so much to the industry as a protective step towards fighting the many hardships that confronted the industry. A board of directors was chosen and it was decided to write a code and a committee was appointed for the purpose.

This committee has met several times; a code was made which is being worked out in detail.

It was also decided that a general meeting be held on September 18th, at the same hotel to which a list of approximately 750 operators of all kinds were invited to attend and we are looking forward to a real big attendance on that day. Judging from the many replies to our invitations, it will prove so.

The board of directors will meet on the morning of September 18, 1933, to read over the code before presenting it to the meeting, also for the notification that the association, National Automatic Merchandising Association, has been incorporated and the name registered in Albany.

The foregoing is the early history of the formation of the National Automatic Merchandisers Association.

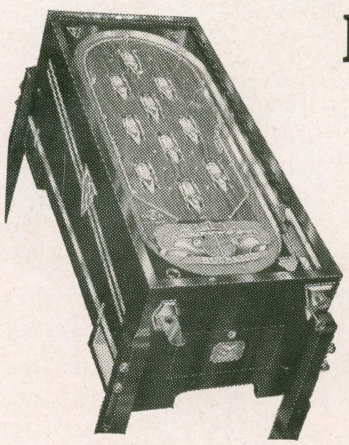
On September 18, a directors meeting was held and it was announced that the National Automatic Merchandisers Association was now a registered corporation, with a certificate of incorporation duly filed in Albany.

In the afternoon of the same day, a general meeting was held at the Astor hotel, and a motion was duly made and seconded that the following members be elected: Charles L. O'Reilly, Sanitary Automatic Candy Co., New York, president; Max Jacobowitz, Hudson County Tobacco Co., Jersey City, vice-president; Edward J. Dingley, Unit Vending Service Co., Philadelphia, vice-president; Jacob Beresin, Berlo Vending Co., Philadelphia, treasurer; Jacob H. Hirsch, Sanitary Automatic Candy Co., New York, secretary.

The by-laws were read to the meeting and after a motion regularly made and seconded, the by-laws as read, were passed. The tentative code was read and a committee appointed by the president to finish the work on the code which will shortly be presented to Washington.

It was the sense of the meeting to take in beside operators, (and only as affiliate members) manufacturers of machines, merchandise and other in-

The Fastest Growing Distributors



in the Southwest—and this is the reason why—

Prompt, courteous service.

Always on the job, day and night. Treat others as we would like for them to treat us.

A square deal always.

We sell and circularize only bona fide operators.

We are distributors for all of Bally Mfg. Co. machines and have all of them in stock, ready for immediate delivery. Write, call or wire your orders with one-third deposit and shipping instructions and your machines will be on the road in thirty minutes. Write for descriptive circulars and prices on the following machines: Rockets, Airways, Skippers, Tickers, Boscos, Cubs, Ramblers and others.

We are distributors for Ad-Lee Co.'s Kings Horses. Write for prices.

Notice to Manufacturers

If your machines do not conflict in any way with Bally's machines and you want to connect with the livest distributors in the Southwest, make us your full proposition in your first letter, as we are too busy giving our customers service to write additional letters.

References: Bally Mfg. Co., Automatic World, First National Bank of Italy, Texas, E. E. Reynolds, care Jefferson Hotel, Dallas, Texas.

Green *and* Price

Phone 174 **Italy, Texas**

Member Texas Coin Machine Association

Identify yourself to advertisers by mentioning AUTOMATIC WORLD

terests that pertain to the coin operating merchandising machine industry.

It was very encouraging to note how quickly the application blanks for membership were filled in and there is every indication that this will be a powerful association and will, in every way, be a protective institution for those interested and actively engaged in our industry.

Several committees have been appointed who will report to the board of directors within the next ten days.

The following is an excerpt from certificate of incorporation of National Automatic Merchandising Association, Inc.: The purposes for which it is formed are "To foster the common interests of those engaged in the automatic merchandising industry; to develop the value and the general usefulness of automatic merchandising; to diffuse accurate and reliable information with reference to the industry; to reform abuses relative to the industry; to secure freedom from unjust or unlawful exactions; to promote a more enlarged and friendly intercourse between those engaged in the industry; to promulgate codes of fair competition and practice concerning the automatic merchandising industry; and to do and perform all such acts as may tend to promote the welfare of the industry at large."

●

MORRIS STRUHL OPENS SHOW ROOMS

"Progress is being shown by Morris Struhl New York's largest wholesale house with the near opening of their showrooms at 125-127 Park Row, which will be used exclusively for display of premiums for Operators of Diggers, Cranes, Pingames and other premium users.

This firm is going great guns now and they are "loaded" with orders from operators from all over the country.

The "AUTOMATIC WORLD" is now on heir list. This firm is showing their foresight and business acumen by selecting this publication as well as others to meet all the premium trade. Their ad in this issue shows a few of their many specials and they advise list which is nearing completion.

VIKING SPECIALTY CO.

The Viking Specialty Company, of 632 Polk Street, San Francisco, are proving themselves a worthy firm. They are direct factory distributors and jobbers and back up their claim with heavy advertising in all the leading coin-operated machine magazines. Operators will find them prompt, honest and with a desire to co-operate in every way. Manufacturers will profit by contacting such distributors as the Viking Specialty Co.

JIGSAWS--ROCKETS

FOR IMMEDIATE DELIVERY SAME DAY ORDER IS RECEIVED

●

WIRE OR PHONE YOUR ORDER IN AND GET THE TWO FASTEST MONEY-MAKERS IN AMERICA TODAY. BOTH MECHANISMS OF LATEST PERFECTED DESIGNS AT LOWEST OPERATOR PRICES.

●

SOUTHERN SALES CO.

714 North Spring Street

TYLER TEXAS

Ach Himmel!

HERE'S A REAL MONEY MAKER

Flashy 1000 Hole Board (5 Colors)
Takes in $50.00—Pays out $22.50

PRICE COMPLETE WITH EASEL $1.30
10% TAX

SEND FOR OUR NEW FALL PRICE LIST CATALOG

Chas. A. Brewer & Sons

Largest Board and Card House in the World

6320-32 HARVARD AVE., CHICAGO, U. S. A.

Licensed under Patent No. 1,260,767

MOST BEAUTIFUL OFFICES AND SHOWROOMS IN AMERICA

(Continued from Page 15)

venience of the repair men. There are always shelves inside the private office, which contain room for machines to be repaired. These carry tickets with the names of the owners and the work which has to be done and when they have to be returned.

The freight elevator enters right into the repair department. This has been arranged at additional expense by Mr. Cohn and brings about great convenience for shipments going out as well as for the operators, who, after their machines are repaired, just ring for the freight elevator to take them downstairs to where their cars are parked.

●

PETITIONED INTO BANKRUPTCY

The Flatbush Gum Company of Brooklyn, N. Y., has been petitioned into bankruptcy.

"SAVE MONEY"

Order From Us..... GOLD MEDAL

CHICAGO CLUB HOUSE

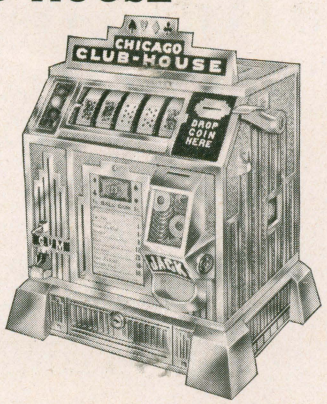
America's Greatest Sensation!
Automatic Coin Dividers—Separate Cash Boxes

The greatest money-maker we have ever had. Here's your chance to "clean-up" real profits. Order this sensational game from us TODAY!

Also Ready for Delivery
World's Fair, Jig Saw, and the new Genco game

"42nd STREET"

Silver Cup, Speedway, Rocket, Cub, and the great Aristocrat Line.



FREE Complete new price list showing all the latest and best games as well as MILLS, WATLING, JENNINGS slot machine bargains. Write for your copy TODAY!

IRVING BROMBERG CO.

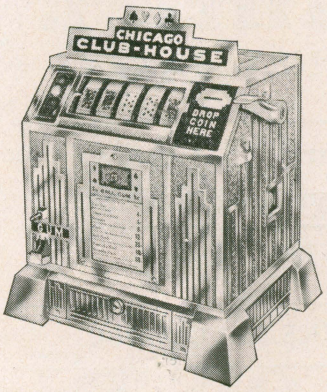
2508 Amsterdam Avenue **NEW YORK CITY**

Gold Medal

CHICAGO CLUB HOUTE

READY FOR IMMEDIATE DELIVERY

We have been in the coin machine industry for more than 20 years. Here's the game we absolutely recommend to all good operators. Don't hesitate—ORDER FROM US TODAY! It's the greatest money-maker ever built!



—AND—

Genco's Greatest Pin Game with Ball Gum Vendor—7 Flashy Colors

A MILLION NEW FEATURES

"42nd STREET"

FREE **"The Operator's PRICE LIST" Shows you all the prices at a glance WRITE FOR IT TODAY!**

JOHN A. FITZGIBBONS

417 West 47th Street **NEW YORK CITY**

Identify yourself to advertisers by mentioning AUTOMATIC WORLD

NEW PAYOUT MAKES OPS AND LOCATIONS REAL PARTNERS

By H. B. JONES
(Exclusive to Automatic World)

ALTHOUGH it is often said that location owners are somewhat hostile even toward the operators with whom they are doing business, there is increasing evidence that these two important factors in the coin machine industry are working together in greater harmony than is generally supposed. When pin games first came into popularity many locations tried to buy their own machines and otherwise chisel on the operators. But as time passed and merchants saw that the average operator is bent on giving the merchant a square deal, frequent changes of machines, and much more efficient maintenance service than the merchant could obtain without the aid of the operator, merchants have learned to look upon the operator as a business partner. A Chicago operator recently told the writer that most of his leads come from his present accounts. In fact, the operator no longer has to hunt for spots, as his present accounts are always recommending him to their friends and fellow merchants.

Further evidence of the friendly relations existing between operators and merchants is found in the attitude of merchants toward the automatic payout feature on the new Rocket machine recently announced by Bally.

In so-called closed territory Rocket is operated with the door of the payout compartment kept closed and locked. The merchant may be given a key to this door in order not to tie up his cash in rewards. And even if the operator keeps this key, this feature eliminates all arguments about the amount of rewards paid out. The operator simply reimburses the merchant by handing him the contents of the payout box, and the contents of the cash box is then split in accordance with the commission agreement between the location and the operator.

Merchants generally welcome this feature, because with few exceptions location-owners are anxious to keep their accounts with the operator square. The writer recently stopped in at a Rocket location and got the merchant talking about this feature, which is intended as a check on the merchant.

"I favor the idea," this merchant declared, "because it, not only eliminates the necessity of tying up money in rewards, but it also eliminates a lot of bookkeeping. The operator who

owns that machine has always treated me right, and I want to play square with him. The trouble is I'm not always in the store, and cannot keep track of every reward paid. With this new feature, my clerks will be more careful about paying out rewards. Personally, I think every merchant ought to be glad to have a machine with a device of this kind."

Of course, the device referred to is not merely a coin divider, but can also be used as an automatic pay-out, practically dropping the rewards into the player's hands.

Rocket rewards are all based on numerical scores, which experience has proven to be the most popular with the public. But they are paid out automatically, immediately and progressively during the course of the game. Scoring pockets do not have to be made in any particular order. Regardless of the order in which the various holes are made, the Rocket mechanism registers every successful shot, adds up the score, and the minute the player is entitled to a reward the correct amount is automatically released. Then, if the next ball or two raises the score sufficiently to claim a higher reward, additional coins are automatically paid out.

The lowest winning score pays out two coins. The next score pays out two more coins in addition to those already received. If the player succeeds in still further increasing the score, two more coins drop out. But he isn't through yet. He has a chance to get three more rewards, one of four coins, one of six coins and one of 14 coins. This last reward is a jack-pot which can only be won with the last ball, and only when the play has already received all of the previous payments.

●

"CCC"

The "CCC Claw-Crane Clearing House" started by Eric Wedemeyer last month seems to be meeting with the enthusiastic support of Claw and Crane operators throughout the country. It is quite a convenience to have a central exchange where operators can get immediate attention in the sale of their used machines, or in the purchase of reconditioned machines.

●

PENNY SALES WILL DISTRIBUTE AMERICAN CHEWING PRODUCTS

The Penny Sales Company of Fort Worth, have taken over the distribution of the American Chewing Products Corporation's goods for Fort Worth and surrounding territory.

We Thank You...

We wish to thank the operators for the grand reception extended the opening of our Fort Worth distributing headquarters. We are grateful to all operators in and out of Fort Worth, who came to see us, wired, telephoned and mailed in their orders and good wishes. We assure you that we will be right on the job at all times ready and willing to serve you.

We Can Make Deliveries On

Rocket, Cub, Ticker, Airway, Rambler, Bosco, Crusader, Jig Saw, Official Sweepstakes, Wings, World Series, Magic Clock and other winners. We always handle all the new sensations. Don't fail to write or see us first.

Our repair department is complete and under the management of experienced workmen. Parts for all machines carried in stock. REMEMBER, we buy and sell all makes of coin-operated machines.

WIRE, WRITE, PHONE OR COME SEE US

Frank-Rich
DISTRIBUTING CO.

808 (Medical Arts Building) Burnett Street

Phone 2-1686 **Fort Worth, Texas**

BUY IT TODAY!!

GOLD MEDAL

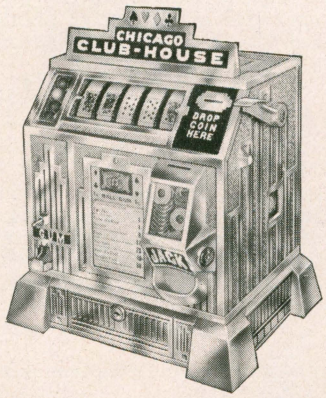
Chicago Club House

The Greatest Money-Maker in Coin Machine History!

Get Set For

"42nd STREET"

GENCO'S GREATEST PIN GAME
WE'LL HAVE IT FOR YOU—WRITE TODAY



Slot Machine Buys . . .

MILLS Escalator, dbl. JP F. Vender, $49.50	JENNINGS dbl. JP. Vic. Frt Vend. 37.50
MILLS single JP Front Vender..... 22.50	JENNINGS Esca. dbl. JP. Ft. Vend. 47.50
MILLS single JP Bell or Side V..... 19.50	JENNINGS Today Vend. No Jak Pot 7.50
MILLS No Jak Pot Front Vender.... 7.50	JENNINGS Little Duch. 1c Ball G V. 39.50
JENNINGS single JP S. Vend., Bell 16.50	JENNINGS Little Duke 1c B Gum V. 37.50
JENNINGS single JP Vic. F. Vender 27.50	

One-third with order, balance C.O.D.-F.O.B. New York. Pin Games, Jig Saw, Rocket, Cub, World's Series, Speedway, Silver Cup and all the others.
Also Supplies, Percentage Regulators, Mints, Stands, Etc.

NEW YORK VENDING CO.

42 West 125th Street **NEW YORK CITY**

Identify yourself to advertisers by mentioning AUTOMATIC WORLD

Reason Why Ball Gum Prices Must Advance

By A. DUFFIELD SCHAEFFER
Sec-Treas., American Chewing Products Corp., Newark, N. J.

BECAUSE some ball gum operators have been complaining about the high price of ball gum, we would like to explain the increased price of ball gum through your magazine.

First, consider that the dollar is now really worth only about 60 cents compared to what it was the early part of the year before this country went off the gold standard. Then, on top of this, our raw materials, packing supplies and labor have increased. All of this represents about 40 per cent difference between the former price and the present price.

In addition, so that oprators may know that even the present prices cannot be guaranteed for any length of time especially in the case of further inflation and also because of new processing taxes, we wish to advise that we have just received a letter from the American Sugar Refining Co. about a new tax on refined sugar and also have received a new price list and letter from the Corn Products Co. about a new processing tax starting Nov. 6 on corn syrup and products from corn; with four times this processing tax starting December 4. These are some of the things we are up against.

Furthermore, while we are now working on a code of 40 hours, we have been asked by Washington to bring this down to 36 hours without lowering wages.

Cheap prices of ball gum before, while they killed the business and reduced the number of manufacturers from 16 to 4, would today, in the face of the lower value of the dollar and increasing costs of everything that goes into making ball gum, be suicide or bankruptcy for every manufacturer. In fact, only this week a petition in bankruptcy was filed against a gum company of Brooklyn, N. Y., who were large manufacturers of ball gum. It is the writer's opinion, that if they had been able to get fair prices for the large volume of ball gum they sold, they would still be in business.

Operators of ball gum machines have been inclined to pit one manufacturer against another and in this way prices have been lowered and cut-throat competition has had the results stated above. Due to the fact that the operator was getting such cheap prices on ball gum on which the manufacturer made no profit and in many cases lost money, the operator was tempted and in many cases would give very high commission to locations. In the end the location was the only one who made money.

When conditions return to normal, ball gum prices will be adjusted accordingly, so there will be a fair profit for everyone making, buying and selling ball gum.

VISITOR

Raymond Burrell, field man for the San Antonio Amusement Service Machine Co., paid AUTOMATIC WORLD a pleasant visit recently. Glad to have you Raymond old boy, come again.

Operators Thanks--

for your wonderful response to our October ad.

Our reward to you is our new model, one thumbscrew releases all mechanism in a jiffy.

Another insert we are going to make is 4 packages of cigarettes painted on board and another with candy bars, another with cigars all real money makers.

OUR OFFER TO YOU

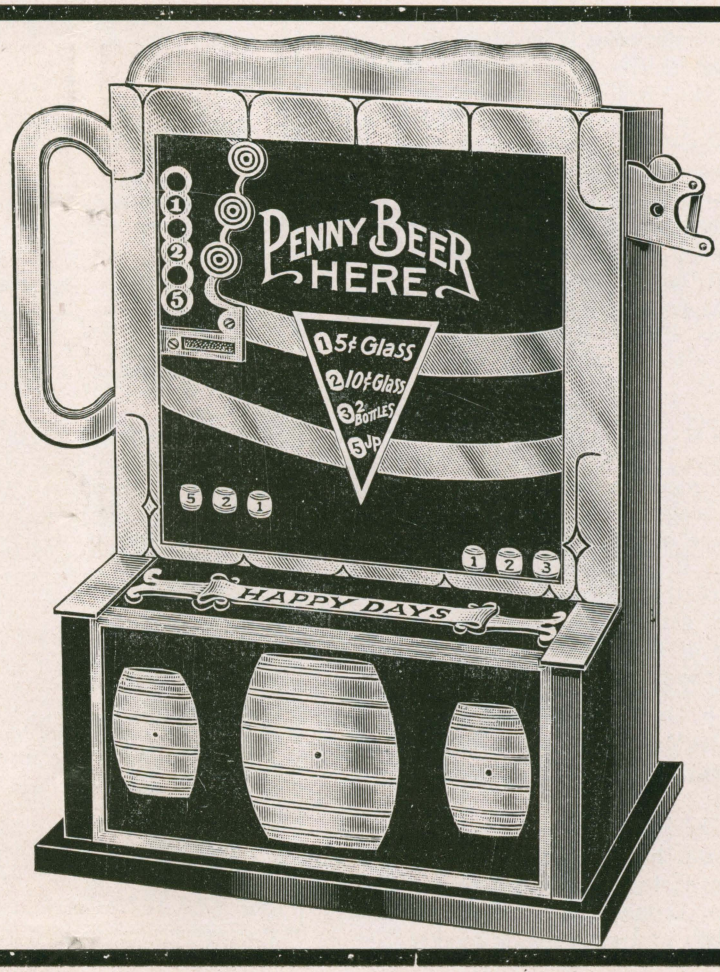
Our proposition to all operators who have not seen it yet: Put it out in a fair location that uses tap beer, for 10 days and if the results are not satisfactory return it and we will refund your money. You pay express back to us and you can keep the money it took in during the 10 days. We believe that is fair, don't you?

Order a sample, the results will surprise you.

SAMPLE $12.50
(With Jackpot $14.00)
One-third cash, balance C.O.D.
100 Coupons—20 Beer Checks included without charge

GREAT STATES MFG. CO.
1605-7-9 E. 39th Street **Kansas City, Mo.**

ILLINOIS DISTRIBUTORS
KOREN JOBBING CO.
411 South Adams St. **Peoria, Ill.**



C. M. J. A. News

Jim Cante Appointed Publicity Manager for C. M. J. A.

The C. M. J. A. has adopted a plausible practice of appointing a new publicity manager each month, thereby giving a new angle to the reports from month to month. The first appointment went to Jim Cante of the WJC Vending Co. of New York City and Newark, N. J. This appointment was well made as Mr. Cante has been associated with the coin machine industry since its very infancy, and has always exhibited real interest in its growth and ethical conduct. Mr. Cante was congratulated upon his appointment. Next month we shall have the pleasure of introducing our next publicity man.

* * *

C. M. J. A. Admits New Member

The Poll-Cap Novelty Co., 327 Fairfield avenue, Bridgeport, Conn., having passed the close scrutiny and careful investigation of the C. M. J. A., was welcomed and admitted to its ranks at the last regular meeting. Mr. Pollack, who represented this company, accepted its membership with much gratification. He is a man of wide experience in the coin machine field and has grown with this industry both in experience and good standing among his many friends in the metropolitan area.

Applications are now on file from six prospective members. Names will only be disclosed if and when accepted to full membership, as each prospective member must submit to a careful and searching investigation before being privileged to become associated with this body. In this way only can the C. M. J. A. hope to maintain its high morale and outstanding reputation through selective membership of legitimate jobbers.

WANTS DECISIONS

J. D. Santo, Coinomatic Sales & Service Co, 1515 Main St., Wheeling, W. Va. wants any decisions our readers might have regarding the legal status of pin games. Please mail any decisions you have to them at once.

A. B. T. Offers Autocount

Another winning number joins the ranks of the latest released marble machines. It is the sensational "chisel" proof game AUTOCOUNT. This new game by A. B. T. has automatic totalizer with combined player award checker and collection protector. The player gets his total score in one number. In addition it prints total score inside machine and gives operator immediate and exact payout where award scores are used. Any operator can quickly see the benefits of this feature. No location can chisel on you. Be sure and see the full page ad on this machine in this issue. Get some of them to working in your string as quickly as possible.

Peanuts -- Gum -- Pistachios

Peanuts roasted and shipped day order is received. They are FRESH. Germack Red Lip Pistachios.

Northwestern Machines

For the Operator Who Demands the Best

BIG BONES, CHICAGO CLUB HOUSE—BOTH PLAIN AND MYSTERY MODELS, DAVAL GUM VENDERS CARRIED IN STOCK.

PENNY SALES COMPANY

Phone 2-0676 603 W. Cannon Fort Worth, Texas

Member Texas Coin Operated Vending Machine Association

NEW EXCLUSIVE VIKING PRODUCTS

For Claw, Crane and Pin Game Prizes

ITEMS NEVER BEFORE SHOWN!

These Are Prizes the Public will Play for

NEW—ORIGINAL—DESIRABLE

Big Revenue Producers

SEND FOR SPECIAL PRICE LIST AND ILLUSTRATIONS TODAY

ERIC WEDEMEYER

Importer • Manufacturer

170 Fifth Avenue

NEW YORK CITY

NRA MEMBER U.S. WE DO OUR PART

"Your Ship Comes in with Viking Products"

WE SELL - Used Claws & Cranes - WE BUY

CCC

CLAW - CRANE - CLEARING - HOUSE

170 FIFTH AVE. NEW YORK - SUBSIDIARY OF ERIC WEDEMEYER

Eight Persons May Wager Odds on Kings Horses

A new counter racing game, called the King's Horses, has been produced by the Ad-Lee Company of Chicago. This game has a new playing principle which makes it possible for eight players to play at one time, as there are eight slots each with the number of a horse in the race.

Features of this game are unique in that it requires a penny to play the game, but in order to wager on a race it is necessary to deposit another coin in any of the eight slots which accept pennies, nickels, dimes or quarters. All of the coins automatically drop into the cash box at conclusion of the race. If a winner is made the storekeeper can release the coins into cash box with a release rod in back of machine or if he desires, after noting the winning horse, coins may be released for the odds the winner receives.

The odds indicator is developed from the ever-popular roulette wheel style, using a ball which is put in motion when coin is deposited in coin chute, and it rolls into one of several numbers which indicates the odds paid to the winner of the race.

The Ad-Lee Company, originator of the E-Z Ball Gum machine, which vends a ball of gum with printed number, is one of the oldest concerns in Chicago, having just passed its 46th year in business.

●

NATIONAL ASSOCIATION OF MANUFACTURERS CODE TO HAVE HEARING ON NOV. 23

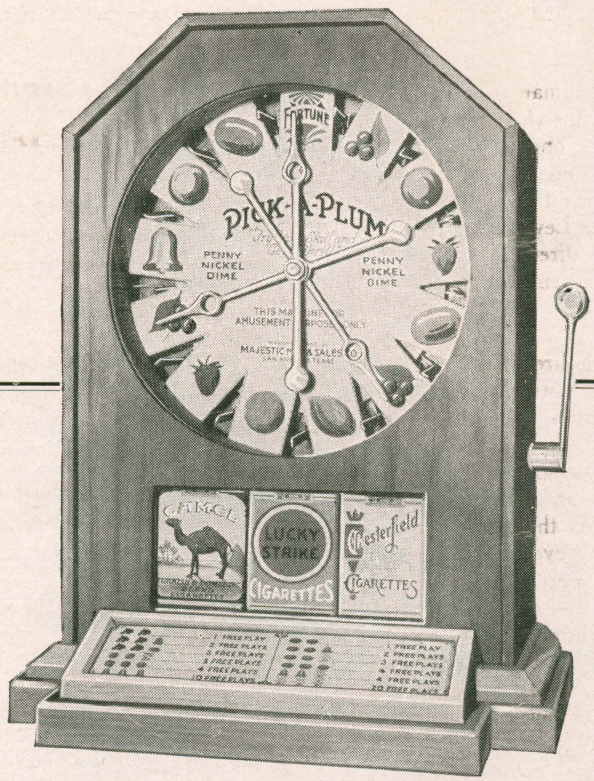
The public hearing on he Proposed Code of Fair Competition for the Coin Operated Machine Industry will be held Thursday, November 23, 1933, at 10 a. m., in the North Private Dining Room, Carlton hotel, Washington, D. C. All members of the industry are invited to be present.

●

THAT NEW DALLAS MACHINE

The Cardinal Company, 212 N. Austin St., Dallas, have made their announcement on their new counter model game machine. This machine has been under construction for months and is now ready for the jobber and operators. The machine can be seen at the firm's showrooms in Dallas. See their ad in this issue.

●



AMERICA'S FIRST 5 ARROW UPRIGHT MACHINE

▶ *The Year's Sensation* ◀

Action, Motion, Skill, and It's Legal

TWO MACHINES IN ONE FOR THE PRICE OF ONE

Interchangeable Deals Free. Price $17.50. Pick-A-Plum or Pokerlet. One-third cash, balance C.O.D.

7-Day Money Back Guarantee Trial Machine

Plays penny, nickel or dime. Last coin shows. Slug-proof. Player controls stopping arrows. Suspense, excitement.

Five nickel-plated arrows. Thirteen cards. Regular poker hand. Change it in 10 minutes to Fruit Dial, 3 arrows. Beautiful two-toned walnut finish cabinet. Nickel-plated trimmings. Fastest money-getter of them all. DISTINCTLY DIFFERENT.

Pays for itself in no time. Will put pep in any location. Absolutely new. Be the first in your territory with this knockout.

Wire in your order. Mail postcard for full details.

MANUFACTURED EXCLUSIVELY BY

MAJESTIC MFG. SALES CO.

MAJESTIC BUILDING

SAN ANTONIO, TEXAS

Factory, 317 Jones Avenue **Reputable Jobbers Write**

From BILL to TOM

By BILL GERSH

WELL, Tom, old Man Flu done got me last month and therefore this column went the way of all flesh. But now we're back on the old pins again and we're steamin' around the town listen to thisa and thata and writing it down for the benefit of all the boys 'round the countryside.

First of all I guess some of the boys who voted in our automatic ladies popularity contest would like to know what the winners did when they received their checks. Well, Claire Grant of Roxy Vending Company, who simply swamped them for first place, was seen wanderin' along Fifth avenue, agazin' and agazin' and we hear that it was hand made lingerie she decided upon. You know, keepin' your best friends close to you, or some such idea. And Marie Weisberg of D. Robbins & Co., who took second place, we haven't yet heard from, as soon

as we do we'll tell you all about just what Marie did go and done. And Dotty Black. Well, Tom, Dotty is wearing one of the keenest little hats you ever did see. You know, one of those postage stamp things partly on the head and partly on the eye. Oh yeah, she is happy, even if it is third place. By the way, I guess the boys must know that Dotty is with the Supreme Vending Company here.

The Big Meeting of the NADA in Chicago was the main event. Gathered together in the Windy City were the Nation's leading distributors and much was accomplished. There was an informal dinner by Walter Tratsch at the Atlantic and another one by Al S. Douglis of Daval Mfg. Co. at the Palmer. It did appear as if the big convention was all set to open, that's the crowd which attended this meeting. From California to Massachuusetts and from Florida to Canada and even some of our merrie Englishmen from London were present.

Back in New York City the CMJA ((Coin Machine Jobbers Assn.) organized here met with the NADA members of the same town and an agreement was reached that bids fair for harmony for sometime to come. Anyway, there is a working arrangement and everyone is keeping to the straight and narrow.

As usual the whole town is on pins and needles now that Genco has sent advance word in that they have a new popular priced pin game and that the game will be called "42nd Street." Quite a name, Tom, quite a nam for any game. And what's more the boys say that if 42nd Street is anywhere as good as Silver Cup you can bet your boots that they'll buy and buy and buy. And when Genco builds them—they're built!

Then there's a game in Chi called "Sweet Sally" for which we want you to keep those old peepers peeled. Yes, sir, Tom, there's a little master counter game that's going to have this country calling it "the sweetest thing in town." And fellas, it won't be so very long now, we hear, before you'll all be seeing and hearing plenty about it.

Now let's see what happened close to home. Bill Blatt, the "Little Napoleon" (Supreme Vending Company) created quite a sensation with his new Supreme News which was advertised in the last issue of the AUTOMATIC WORLD. Bill is going to be constant in the publication of this fine little news magazine and the operators have already written to him to be sure and keep them on his list.

Then Eric Wedemeyer also stirred up plenty of comment with his Claw-Crane Clearing House. Here is something which has been an absolute necessity for Digger men and we therefore compliment Eric Wedemeyer for his foresight and daring to place so great a plan into actual operation. At the Claw-Crane Clearing House which is becoming one of the busiest places in the city, the operator can purchase new and used Diggers or sell new and used equipment.

Joseph Fishman's Amalgamated Vending Machine Operators Ass'n here is again having one of their great gala affairs. It is understood that the date has been set for the 14th of January, the place—the Level Club, New York, entertainment direct from the Cotton Club in hot Harlem, and the tax $3.00 per head.

And here we are many moons away from the next convention and already some of the boys have been choosing their means of transportation. At this hour they've decided that they'll create some sort of an automobile caravan. But when the time comes, Tom, they'll be using everything, even roller skates to get there.

Charley Lichtman, New York Vending Co., here, and executive director of the CMJA, makes an open statement against piracy of any manufacturer's product and states that his association will not countenance any pirate machine.

S'long, and watch out for wooden nickels and BLONDES.

●

VIKING HAS BIG HITS COMING

Eric Wedemeyer, well known manufacturer and importer of Viking novelties for the Claw, Crane, Pin Game and Premium trade are about to announce several new novelty lines manufactured exclusively for them. This is in line with their new policy which they inaugurated when they introduced the "Niblick Desk Set," a novelty which went over big and is still a leading seller. As Eric Wedemeyer has always been known as a progressive firm and one of the leading factors in the field, any new item they put out should be watched pretty carefully by wide awake operators.

Automatic World

120 St. Louis Avenue

FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.

An independent, nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

AARON SMITH - - - Business Manager
O. J. BRANCH - - - Advertising Manager
TOM MURRAY - - - - - - - - Editor

Subscription Price:
One Year $1.00
THREE Years $2.00
Canada, One Year.....$1.75

Advertising Rates Furnished Upon Request

The National Magazine of the Coin Machine Industry

If It's New SCHATZ HAS IT

World Series — Jig-Saw — Big Bones—Advance—Seeburg Selectophone Phonograph — Automatic Whiffle.

Mills and Watling line of Bells and Venders exclusively handled. Seeburg products.

Sale on Slightly Used Machines Compare Prices

	Each
15 Seeburg Western Sweepstakes (pari-mutuel)	$32.50
1 New E-Z Aces (excellent buy)	60.00
1 DeLuxe Derby (pari-mutuel)	32.50
3 Large Keen Balls	8.00
1 Large Majestic Table	7.00
3 Keeney Clocks (new)	15.00

All of the above equipped with 5c slots. One-third deposit, balance C.O.D.—F.O.B. Brenham.

Schatz Novelty Co.

St. Charles Street

BRENHAM, TEXAS

REFERENCE

Burton State Bank, Burton, Texas.
Dun & Bradstreet.
First National Bank, Brenham, Texas.
Citizens State Bank, Somerville, Tex.

Attention Texas Operators—

"Don't Bit the Hand That's Feeding You"

Send us your membership dues, $10.00, and order for seals at 25c apiece. Don't put off, we need money to carry on **your** fight.

Among the Embryos

By FREDDIE JEANNET
(The Oswego Hermit))

My good friend, Roy Hamlett, embryo operator, promised to put in writing his impressions of the possibilities of arcades in the small picnic grounds. To date I have not heard from him on this subject. Maybe this summer's business was not fit to put into words. Anyway Roy has given up his summer home and moved back to the city. And by the way Roy hails from West Virginia, is author of several short stories, numerous magazine aricles. Let's hope we hear from some real literary talent for a change.

* * *

Percy Drake, musician of no mean reputation, is now with us. He is a trap drummer of Pacific Coast fame and is now spending his time drumming up "hot spots."

* * *

Tom Curtis—another musician—has gone in for operating. Being a violinist it shouldn't be hard for him to fiddle his way into choice spots.

* * *

I would like to hear from Walter Hall, who was at one time with Sheffler Bros. in San Diego, Cal.

* * *

When "The Enlow" picks an attorney it must be the best.

* * *

An operator the other day informed me of an impending divorce suit in his family. I asked him the trouble. He replied: "For ten years now all I have heard in my home has been 'Give me money.' In the morning, and in the evening was the continual round of 'Give me money.' I am getting darn tired of it and a divorce is the only solution." I then asked him what she did with all the money he gave her. His reply was: "I don't know, I haven't given her any yet."

* * *

In a recent two-day investigation of the Lincoln County grand jury on pin games, it was disclosed that players be permitted to bet on the side as to who should pay for the game. The skill of the game proved itself after local players demonstrated their ability to make high scores. The jury returned a "not true bill." The vote was unanimous. However, I do not advise operators to encourage the betting on games of this nature.

●

A New MACHINE

WE ARE NOW READY TO INTRODUCE THE—FASTEST MONEY MAKING, SENSATIONAL COUNTER MACHINE EVER PRODUCED

This is the new machine you have been reading about. Made and perfected in our Dallas factory. After months of work perfecting this new winner we are now ready to offer the game to the trade.

The game is a counter model, compact, in size, five different games available, popular priced, beautifully finished, non-electric, drop in coin chute, plays any coin from penny to 25c, and has a 100 per cent perfect mechanism

This new game must be seen to really be appreciated. Come to our show rooms at 212 North Austin, Dallas, and see for yourself this remarkable machine.

Write, Wire or Come

JOBBERS—write, wire or come. You will make money jobbing this machine in your territory. OPERATORS—write for full information or come see the machine at our show rooms. Don't wait, act today. This little baby is going to make plenty of money for you.

THE Cardinal Co.

212 N. Austin St., Phone 2-6183 Dallas, Texas

TWO GREAT LEADERS CONSOLIDATE

H. R. Maser, distributor and direct representatives of the Pace Manufacturing Co. for the past three years with offices at 1182 Market Street, has consolidated his business with that of Chas. Fey & Son. The new firm will be known as Chas. Fey Manufacturing Co., with offices and factory located at 1885 Mission Street, San Francisco.

Mr. Chas. Fey is is a pioneer in the coin-machine field, as he has been in business manufacturing, distributing and rebuilding machines for over 45 years. He is generally referred to as the "father of the coin-machine business", because in 1889 he organized and invented the first bell type machine. The vast coin-machine industry invention.

of the present day is the result of his

Mr. Maser will act in capacity of Sales Manager for the new firm. He requires no introducion to the trade, having been engaged in the sales end of the business for 22 years and being acquainted with operators from Coast to Coast. On account of Mr. Maser's wide experience, he is thoroughly familiar with the operators' requirements and able to give them the best possible service and cooperation.

JOSEPH ROBECHAUX AND HIS NEW ORLEANS RHYTHM BOYS

These records are made for automatic operators, and they will 'get the nickels' in a big way, over an indefinite period of time.

No. 2540—Lazy Bones—Novelty dance with V. C. Sormy Weather.

No. 2545—You Keep Me Always Living in Sin. Jig Music.

No. 2539—St. Louis Blues.
King Kong Stomp.

No. 2575—Forty-second Street.
Ring Dem Bells.

ALL ARE RED-HOT FOX TROTS

MONEY MAKING RECORDS FROM OLD NEW ORLEANS

Yes, sir! Operators there are some real money making records waiting for you down in old New Orleans, right down at the Brunswick Record Corporation's place at 517 Canal street—third floor Virginia Bldg. Also at Dallas, Texas, branch, 508 Park avenue. These places, along with all the other Brunswick branch houses located at Chicago, Los Angeles, San Francisco and New York City, are well stocked with records by Joseph Robechaux and his New Orleans Rhythm Boys. They can give you prompt service and they cater to the operator's needs. Remember, Brunswick is anxious to see you make more money from your machines.

Joseph Robechaux and his boys made a special trip from New Orleans to New York, at considerable expense to Brunswick, to make a series of records that will **make money** for operators.

AIRWAY

Still The Operators Favorite In The Popular Price Field!....

AIRWAY has had the most sensational run in the history of pin games—almost a year of continued success—increasing in popularity every day—and now going stronger than ever—selling in large volume and earning phenomenal profits for operators in all parts of the coutry.

PRESENT PRICE
$28.50 Each with legs tax paid

INCREASED PRICE
Effective Midnight Dec. 1st.
$34.50 each 1 or 100 with legs, tax paid

Terms: One-third with order, balance C.O.D.—F.O.B. Chicago.

NOW EARNING MORE MONEY THAN EVER

One leading Chicago operator reports that many of his **early model** AIRWAY machines ARE STILL TAKING IN $20 A DAY. Another operator tells us that, after 4 months **in the same location,** his last weekly collection on one AIRWAY was 20 per cent above any previous week. Hundreds of operators have replaced AIRWAYS with other machines—only to find it necessary to put AIRWAYS back on location in order to hold the play.

ORDER NOW AND SAVE MONEY

Thousands of locations everywhere are still clamoring for AIRWAY. Cash in on this tremendous demand by putting out additional AIRWAYS now. **And order at once to take advantage of present prices.** Production costs on AIRWAY continue to shoot sky-high **prices of parts and materials being increased from 14% to 89% in the past few months.** We are therefore, compelled to announce a $6.00 increase in the price of AIRWAY, effective Dec. 1. Place a substantial order today and save money on your AIRWAY requirements.

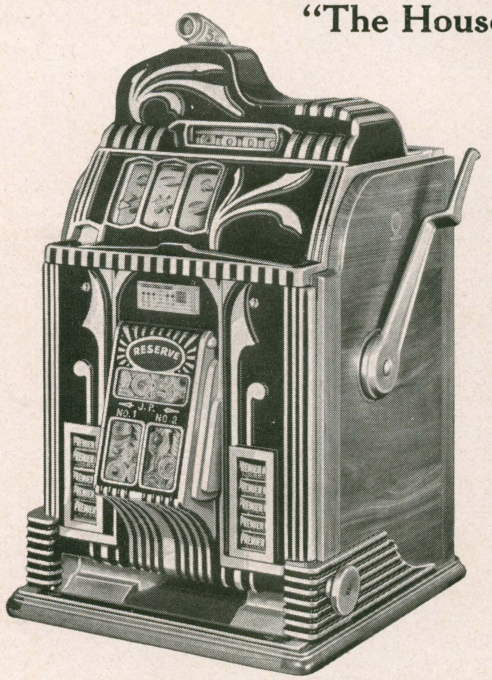
BALLY MFG. CO. Southern Branch: 685 Linden Ave. Memphis, Tenn.

Main Office and Factory, 310 West Erie Street, Chicago, Ill.

WEST COAST OFFICE AND WAREHOUSE, 106 GOLDEN GATE AVENUE—SAN FRANCISCO, CALIF.

San Antonio Amusement Service Company

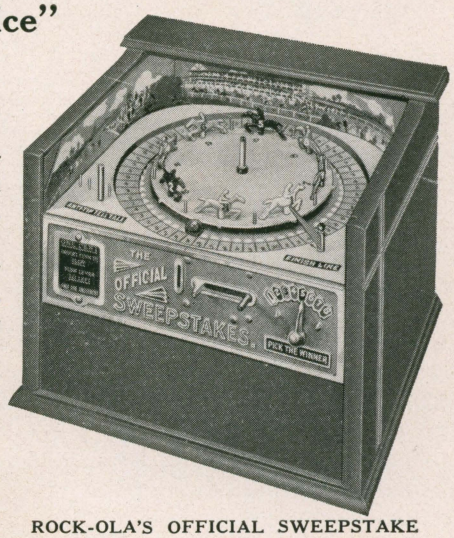
"The House of Flying Service"



THE JENNINGS "CENTURY" TRIPL-JACK VENDER

Texas

Leading jobber representing the largest coin machine manufacturers. O. D. Jennings, Watling, A.B.T., Rock-Ola, Seeburg, D. Gottlieb, Fields, Genco, Inc., Dixie Music Co., Pacific Amusement Mfg. Co., Groetchen Tool & Mfg. Co., and others. All latest machines carried in stock. "Airplane delivery service on special rush orders."

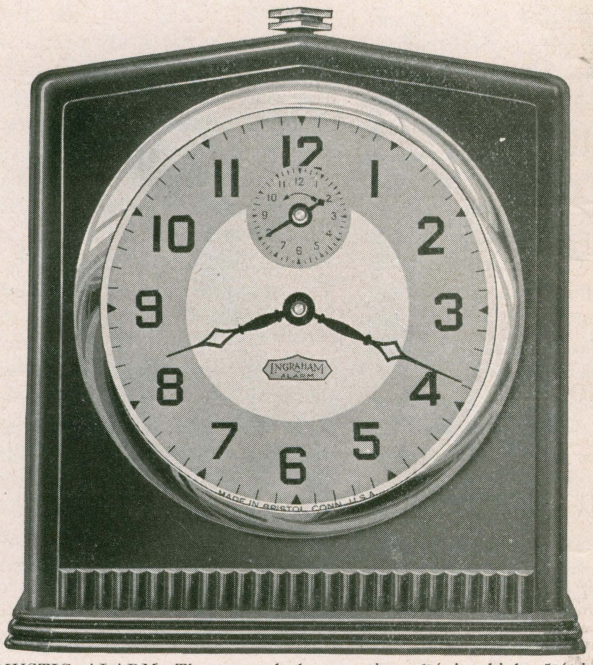


ROCK-OLA'S OFFICIAL SWEEPSTAKE

We handle only quality machines—prices right. JIG-SAW, WINGS OFFICIAL SWEEPSTAKES, WORLD SERIES, GRAND NATIONAL, WATLING GOLD AWARD, SPEEDWAY, SILVER CUP, FORTY-SECOND STREET, CENTURY, LITTLE DUKE, MERRY-GO-ROUND, BIG BROADCAST. LITTLE GIANT, SEEBURG ADVANCE, AUTOCOUNT, POK-O-REEL, SOLIAIRE, and all others that are worth while. All kinds of novelties. Write—wire—come or phone.

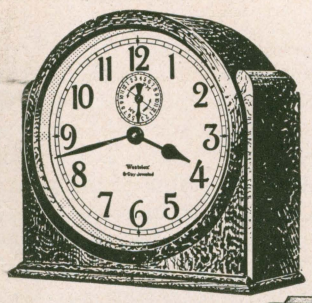
SAN ANTONIO AMUSEMENT SERVICE COMPANY

Crockett Hotel, San Antonio, Texas **Clyde Fowler, Owner-Manager** **Phone Fannin 5251**



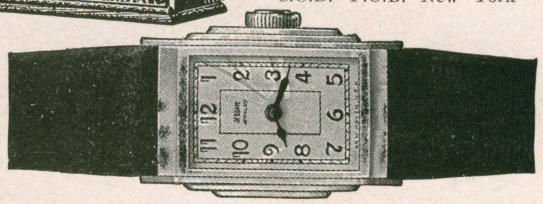
MYSTIC ALARM—The new clock sensation. 6¼ in. high, 5¼ in. wide, 2¼ in. deep. New call alarm. Assorted colors. Beautiful 3½ in. silver finished metal dial. New modern design. Attractive stem shut off. PRICE only 80c each. One-third with order, balance C.O.D.—F.O.B. New York.

SPECIAL—Chromium Back Military Brushes—$3.60 per dozen.

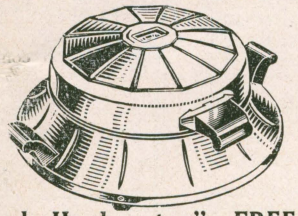


Premium Buys For CLAW, CRANE, DIGGER PIN GAME, PUNCH BOARD OPERATORS

LA SALLE Alarm Clock—Three different beautiful models. Stunning, modernistic cases of satin finish. Has mellow toned alarm. Made by Westclox. A great buy for all operators.
PRICE ONLY $2.06 Each
One-third with order, balance C.O.D.—F.O.B. New York



JEROME JEWELED WRIST WATCH—Backed by an American guarantee that counts. Beautiful, modernistic case. Perfect jeweled movement. Chromium plate raised gold numerals. Silvered dial. Double stitched removable leather strap. Retail price $5.00. Our price only $3.00 each. One-third with order, balance C. O. D.—F.O.B. New York.
INGRAHAM WRIST WATCH—Metal or leather bands—$1.75 each.



No. 243—Beautiful chrome plated WAFFLE IRON. Modernistic design. Bakelite handles. 10 in. base. Heat register set right into cover. Complete with cord and plug.
PRICE Only $2.50 Each
One-third with order, balance C.O.D.—F.O.B. New York.

Real Bargains Every Day at "The Operator's Wholesale Headquarters"—FREE Catalog—Write Today

MORRIS STRUHL

114 PARK ROW NEW YORK CITY

A CORRECTION

In the advertisement of D. Robbins & Company, last issue, it was stated that the business was established 1816 This should read 1916. Dave says that he was not a soldier in the Civil War and he doubted if he'd ever live to be 117 years of age with all the worries of the coin machine jobber.

SHORT ITEMS FOR THE BUSY OP

Keer & Daniels, peanut kings of the great Southwest, have located their offices in Paris, Texas.

* * *

Worthington Scale Co., of Perth, Western Australia, sends in a request for a copy of our first anniversary issue.

* * *

R. C. Durham of South Texas, joins the WORLD family of happy readers.

* * *

Our old friend L. W. Ashbrook of Lin-Mar Coin Machine Co., Altus, Okla., takes a great delight in sending us subscriptions. Good boy, L. W.

* * *

Paris, France, keeps coming in with subscriptions to AUTOMATIC WORLD.

Other Texans that have lined up with the WORLD during the past 30 days are Leslie H. Meers, W. A. Boyce, M. F. Schweidler and Hance Swift.

* * *

Can you remember when people used to tip a conductor a dollar just for selling them an upper berth?

Morris Struhl, yes, sir, Tom, ole "Pop" Struhl as we call him has at last recognized the tremendous demand of the coin machine men here and is opening a special showroom for their benefit right across from his present quarters, at 114 Park Row, New York City.

Here are the boys that deliver "Flying Service" for the San Antonio Amusement Service Company, of San Antonio, Texas. They are all flyers, believe it or not, and if you want machines by "air" these boys can deliver the goods. This firm lays claim to being the largest and most extensive distributors in Texas. Reading from left to right, they are: Ray Burrell, salesman; B. Auglemeyer, chief mechanic; Oran Rutledge, territory man; Clyde Fowler, owner and manager; Will England, salesman, and Oscar Clark, territory man.

SUPREME NEWS

Official house organs are becoming very popular these days, and one of the latest is by the Supreme Vending Company, of 557 Rogers avenue, Brooklyn, N. Y. It is called "Supreme News" and is an attractive production of four pages done on high class enamel stock. Operators who are not receiving the Supreme News should write at once for it.

●

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of THE AUTOMATIC WORLD, published monthly. at Fort Worth, Texas, for October, 1, 1933.

State of Texas, County of Tarrant.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared O. J. Branch, who, having been duly sworn according to law, deposes and says that he is the business manager of the AUTOMATIC WORLD, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher—Automatic World Publishing Co., Fort Worth, Texas.

Editor—Tom Murray, Fort Worth, Texas.

Managing Editor—Tom Murray, Fort Worth, Texas.

Business Managers—Aaron Smith and O. J. Branch, Fort Worth, Texas.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given). Aaron Smith, Fort Worth, Texas; O. J. Branch, Fort Worth, Texas, Tom Murray, Fort Worth, Texas.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state). Tom Murray, Fort Worth, Texas.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is. (This information is required from daily publications only).

O. J. BRANCH,
Business Manager.

Sworn to and subscribed before me this 5th day of October, 1933.

HUBERT WEILER,
Notary Public, Tarrant County, Texas.
(My commission expires June 1, 1935).

NEW TEXAS JOBBER MAKING STRIDES

The South Coast Amusement Company, of 1429 Travis street, Houston, and 981 Liberty street, Beaumont, Texas, is a new jobbing and distributing firm of the great Lone Star State. The progressive company is headed by Mr. H. W. Daily who has charge of the Houston offices, being assisted by Mr. A. H. Shannon who is president of the Houston Coin Machine Operators. The Beaumont officers are taken care of by Mr. J. L. Daily, brother of H. W.

Mr. Daily has contracted for advertising space in AUTOMATIC WORLD for twelve months which shows that the firm intends to do business in a real business like manner. Having been in the jobbing and distributing business only about two months, the firm is already considered the most up-to-date distributor in their respective territory. They will, at the present, handle only the Bally products. They have sold over 300 Bally units during the past two months and have 250 Rockets on the way to them at this time. The Dailys were operators for four years before entering the distributing game. Operators in the great Southwest empire of Texas, and western Louisiana, will profit by making the acquaintance of the South Coast Amusement Co.

●

CORRECTION

In the quarter page display ad of the New York Vending Company, 42 West 125th street, New York City, October issue, Jennings Double Victoria Jackpot Front Venders were quoted at $25.00. This quotation should have been $35.00.

JOBBERS

We list below some reliable coin machine jobbers of America. The firms listed have proven themselves dependable. "Patronize Your Jobber."

SAN ANTONIO, TEXAS

San Antonio Amusement Service Company
CARE OF CROCKETT HOTEL
"FLYING SERVICE"

Representing the largest coin machine manufacturers. Quality machines—prices right. Also buy, sell and exchange all kinds of used machines. Machines carried in warehouse, San Antonio. Wire, write or phone. Slots repaired, replated and reconditioned.

THEY COME AND THEY GO

but when you establish a route of Columbus peanut and ball gum machines you stay and keep staying. They are not only a meal ticket but a foundation to a bank account.
They try to imitate our peanuts, but they never have.

F. C. EWING COMPANY

PHONE 2-5288—P. O. BOX 851 FORT WORTH ,TEXAS
Southwest Distributors Columbus Vending Machines, Supplies and Parts
South end of Stayton street, first street west of Trinity Park, out West Sevenh street
Look for our sign on left hand side going west.

CHICAGO, ILL.

CHICAGO COIN MACHINE EXCHANGE
Dept. W—2200 North Western Ave.
We buy, sell and exchange all types of coin machines. Write for our price list today. Chicago's foremost Jobbers.

SAN FRANCISCO

VIKING SPECIALTY CO.
632-634 POLK STREET
Direct Factory Distributors and Jobbers
A Complete Line of Machines Carried in Stock

BIRMINGHAM, ALA.
Birmingham Vending Company
P. O. Box 2005
Buy From Us—Save Freight

PHILADELPHIA, PA.
Keystone Novelty & Mfg. Co.
26th and Huntingdon Streets
Prompt Service for Eastern Operators

ST. LOUIS, MO
Besser Novelty Company
3975 Delmar Boulevard
Most Centrally Located Jobbers

BROOKLYN, N. Y.

Supreme Vending Co.
557 Rogers Avenue
Coin Machines and Supplies
Get on our list for all information on New Machines

KENTUCKY

Eastern Vending Machine Co.
Pikeville, Ky.
Solicit exclusive distribution of any good coin machine for Eastern Kentucky.

SPRINGFIELD, MO.

C. CHARLE & CO.
Save on delivering charges and time. Complete line of coin operated machines at factory prices, shipped from stock.—We trade.
"Salesboards at Lowest Prices"

Down in New Orleans

New Orleans, La.—Marked by high enthusiasm and a determination on the part of those present to carry out the adopted program, the Vending Machine Operators' Association held one of its most successful meetings the night of Nov. 8 at 3901 St. Louis street. The meeting was marked by the heaviest attendance since the meeting in which the Association was organized and the threatened dissolution of the body, talk of which had been heard, did not even materialize.

The coin men discussed a number of personal problems in executive session and then getting down to the important question—taxes—decided to take still another step in the fight against the present city tax which all coin men consider exhorbitant. Motion was made, seconded and carried that a petition be circulated among all jobbers of machines and those who handle machines, among stand operators and among merchants in general, petitioning the mayor and the commission council to reduce the city tax. Each member will take out a list and go to those with whom he deals, explaining the matter and asking assistance.

The Assoiation voted also to set up a war chest to protect its members. The goal of this chest is $1,000.

President Lee Varnado viewed the meeting with a great deal of pleasure. He announced that over a dozen new members had been added, including L. S. Hooper, a prominent country operator of DeRidder, La. Mr. Varnado scouted reports that the organization would disband, pointing to the spirit of the meeting as proof the coin men were getting somewhere. Had not the attendance at this meeting been encouraging though, one of the founders would have moved to disband, it was learned from an authoritative source by a correspondent to AUTOMATIC WORLD. This was averted when the turn-out and the spirit of the meeting showed the founder that the Association's program had at least a fighting chance.

The fight against the tax and the direction of the petition will be in charge of the Association's officers, who are: Lee Varnado, president; J. Pace, vice-president; Jules H. Peres, secretary-treasurer. Next meeting, Nov. 28, at 3901 St. Louis street, New Orleans. All coin men, both city and state, invited.

* * *

New Orleans, La.—At least three new machines were in the hands of jobbers by Nov. 7, two of which are already on the stands drawing their share of the nickels.

Sol Kolber's Dixie Novelty Company introduced Gottlieb's new Speedway during the week, to find that it met with instant success. They also report a demand for their Big Broadcast.

Pipitone and Pace, an energetic group of jobbers and operators here who manufactured their own pin tables, have stepped into another field and will job for the improved Chicago Club House. Machines are now in their hands, but will not be released until later.

Lee Varnado of Standard Amusement Company is getting a big play on his Silver King Double Race Horse. Mr. Varnado recently had Mike Clem of the Texas Novelty Company as a visitor.

●

BRUNSWICK HAS LIVE-WIRE MANAGER AT NEW ORLEANS

The Brunswick Record Corporation has a live-wire manager overseeing their New Orleans branch in the person of R. N. McCormick. This fellow is on his toes every minute, always looking after the operator's needs and giving them prompt service on all the latest Brunswick records.

Mr. McCormick is greatly enthused over the fact that his company saw fit to carry Joseph Robechaux and his New Orleans Rhythm Boys to New York, at considerable expense, to make a series of records especially designed for operator use. The records made by this band have gone over with a bang with the public and are making real money for operators. Mr. McCormick is anxious to serve all operators in his territory and invites them to make his place, at 517 Canal street, their headquarters and stopping place when in New Orleans.

●

To Be Exact

She: "Did you get hurt when you were on the eleven?"

Jack: "No, it was while the eleven were on me."

WANTS BALL GUM MACHINE GLOBES

Ideal Novelty Co., 515 Third St., Des Moines, Iowa, wants globes for the old National Gum Machine which was formerly made by the National Novelty Co., of Minneapolis, and is at present known as the Automatic Machine Co. The Minneapolis firm does not have the globes in stock and the Ideal Novelty Co. wishes to contact firm who can supply these globes.

●

TEXAS DISTRIBUTOR WANTS MORE PRODUCTS

The fast growing distributing firm of Green & Price, Italy, Texas, are anxious to contact manufacturers of products that do not conflict with their present lines. This organization of live-wire jobbers have arranged a regular advertising schedule with AUTOMATIC WORLD and they really mean to do a real jobbing business in the Southwest. The men back of this firm are reliable and are high class business executives.

The Pacific Coin Machine Review

The only coin machine paper printed in the West for Western operators.

Mailed FREE on the first of each month to more than 3000 operators, jobbers and distributors west of the Rockies.

IS YOUR NAME ON OUR LISTS?
If not send it in on a postcard. We'll be glad to mail the REVIEW to you each month.

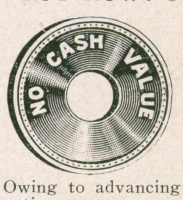
PACIFIC COIN MACHINE REVIEW

Box 551—Station C

Los Angeles California

BUY NOW! PROTECT YOURSELF BEFORE IT IS TOO LATE!

BRASS CHECKS



Highest grade brass accurately milled, uniform in size and thickness in either the "No Cash or Trade Valuee." With or without holes.

	1c	5c	10c	25c
5,000	$4.00M	$4.50M	$4.00M	$6.00M
1,000	4.25	5.00	4.25	7.00
500	2.50	3.00	2.50	5.00

SPECIAL PRICES ON QUANTITY LOTS

Owing to advancing costs of brass and labor above prices subject to change without notice.

SUPREME PRODUCTS CO. 333 N. Michigan Ave., Chicago, Ill.

Want Ads

2 Cents a Word -:- -:- -:- Cash With Copy

USED MACHINES FOR SALE OR EXCHANGE

This section is arranged for the sale and exchange of used machines. The rate is 2c per word, cash with copy, minimum ad accepted 25 words. This is the cheapest and best space in the country today. We shall expect operators to use it freely.

BALLY COUNTER GAMES WITH CARD DISCS LIKE new, $5; Gottlieb Baseball, Peo Basketball and Peo Whirlwinds, $1.25 each; Filmascope Basketball, $10; Saratoga Sweepstakes, $10; Greyhound, similar to Steeplechase, $5; Skee Ballette, like new, $4; Bingo, Spot-a-Ball, Baffle Jr., Ballyhoo, $2; Western Electric Gold Coast, cost $75, sacrifice at $8.50; 3-Ring Circus, $5; Skippers, like new, $6; Ballyround, like new, $4.75; Grand Central, brand new, $19.50; 5 Star Final, $5; O-Lett-O Game of 1000 chances, $5; Big Broadcast, $9.50; Wings, $10; Twirl It, $10; Mills Wow, $3; Rock Ola Official Sweepstakes, $15; Advance Vista Scope with nearly nude dancing girls, $6.50; Caille 4-Way Vender, $5; 2 Watling large scales, $12.50; 20,000 marbles, $1.50 1000; Bluebird Pin Targets, $4; Mills Nickel Reward Bag Puncher, $30, cost $100; Iron Claw, like new, $85; K.O. Fighter, $12.50; 3 Mills Nickel Gooseneck Bells, Serials Nos. 278,000, $29.50; Mills Nickel Gooseneck and Mills two plays, 298,000 to 303.000, $45; registers attached to slot machines $1.50 extra· Jennings 1c Little Duke with special stand, $27.50; Field 4-Way Vender, $5; A.B.T. Big Game Hunters, $4.25; A.B.T. Targets, $2.75; A.B.T. Billiard Skills, $6.25; Belmont Jr. Racing Machine, two months use, $15: Bluebird Moving Duck Targets, perfect, $6: 3 Pool Tables, cost $50, $5; Ad-Lee nickel numbered Ball Gum machines, $3.95; Field Four Jacks, $7.75; Field Baby Jacks, $6; American Sales Victrola, cost $400, like new, sell at $50. Term.: One-third with order, balance C. O. D. E.K.V. Machine Co., Pikeville, Ky.

BUY NOW—IT'S YOUR CHANCE—PRICES GOING sky high—bargain list. Baseballs, $1.25; Informations, $3.25; A.B.T. Target Skills, $2.95; Advance Shockers, $3.40; Fireflies, $2.85; Grippers, $2.50; new Bouncing Ball, $5; Handkerchief Machine, loaded, $4; National Ball Gum Machine, $1.95: Midget High Ball (pin) 1c, $7.50; 1 Daisy (pin) 5c, $7.50: Majestic, $9.50: Advance Stick Gum Machines, $1.50; Wall Punchers, $15; Lift and Grip, $15: Exhibit Duoscopes, $4.00: Model F Iron Claws, $75: Model E Iron Claws, $35; Dime Jennings Jack Pot $30; Mills 5c Baseball front, $20; Bluebird Gum Machines, $1.50: Indoor Strikers, $5; Electric Popcorn Machine, $150: Five Jacks Special 1c and 5c, $6.50 each: Bluebird Bowling Gum Vender, $2.50: Aluminum Tape Stamper, $35; Sanitary Napkin Machines, $8.50; Oracles, $3.50; Over the Tops, $1.50; Erie Digger, $25. 1c. All above machines in first class shape. Orders of $10 or less cash. Balance one-third deposit with order, balance C.O.D. Will consider some trade. Also have route of 250 machines on best locations. Freddie Jeannet, 2148 North Flint Ave., Portland, Oregon.

TERRITORY CLOSED—MILLS ESCALATOR JACK Pots, in 5-10-25-cent play Bells, $50; Venders, $55; Mills Golden Bells 5-10-25-cent play $60; Watling Twin Jack Pots, $40; Jennings Victoria Double Jack Pot Venders, $40; Little Dukes, 12.000 serial, latest type, $40; Seeburg Automatic Phonographs (Audiphone), $100: Miniature Pool Tables, never unpacked, $15; Safes single, $25; Double, $35: Superior DeLuxe Derbies (horse race) with automatic pay-off, $65; stands, $2. These machines are in perfect condition and of late serial, will ship subject to inspection. One-third deposit with order, balance C. O. D. No lot prices. Hunter Bros., 309-11 North Locust Street, Pittsburg, Kansas.

WILL TRADE—OR PAY CASH FOR LATE MODEL Airway, Century, Big Broadcast, New Deal Poker, Kings Horses, Chicago Club House. Have Jennings J. P. slots to trade or will sell cheap for cash. Rockport Novelty Co., Rockport, Texas.

IDEAL NOVELTY CO.—SENSATIONAL CLOSE-OUTS Official Sweepstakes gum vender, new, $21.50; Official Sweepstakes plain model, new, $19.50; Big Bones, $8.75; Cub, new, $11.90; Rambler, new, $11.00; Jig Saws, new, $37.50; Ticker, new, $14.00; Skipper, new, $9.90; Fatima, new, $14.00; Magic Clock, new, $17.50; Silver Cup, new, $32.50; Rocket, new, $72.50; Steeplechase, $3.50; Bally Counter Game, $5.00; Figure Eight, $2.25; Juggle Ball (stand) $4.50; Official Sweepstakes plain model, $13.50; Jockey Club (stand) $3.00; Slot Machine Jackpot Venders, $20.00; Marbl-Jax (stand) $29.50; Jack & Jill (stand) $17.50; Mills Counter Official, $6; 5 Jacks, Fields $7.50; Pico Baby Grand, $2.50; Mills Official (stand) $12.50; Life, $2.25; Mills Official with 4-way coin divider (stand), $17.50; Puritan Venders, $7.50; Five Star Final, $5.00; Dutch Pool, $3.50; Magic Clock, $13.50; Mills Puritan, $8.00; Cadet (stand) $3.00; Sportsman (Seeburg like new) $100.00; Watling Blue Seal Jackpot Pin Game, $15.00; Tipsy Tumblers (stand) $3.50; Norris Peanut, $5.00; Wow, $2.50; A.B.T. Five Jacks, $9.50; Tango with 2 tops, $8.00; Stands (wood, steel) $1.00; Ball Gum (half case) $8.00; Berkshire AC-DC Radios, adaptable to autos, $12.50; Bally-Hoo, $2.00; A.B.T. Game Hunter, $5.00; A.B.T. Number Target, $6.00; Jennings Target, $7.50; Skidoo, $3.50; Screwy, $4.75; Bingo, $1.25; Whirl Wind, $8.50; Trophy Golf machine, vends golf balls if 3 holes are made, $10.00; Whizbang, $2.25; Majestic, $5.50; Rolay (stand) $4.00; Mat-Cha-Skor, $6.00; Playboy, $2.50; King Pin (stand) $3.85; Jiggers, $7.00; New Century, $12.50; Poe's High Ball (stand) $5.00; Aristocrat (stand) $25.00: Mills Fortune Teller, $2.50; Churchill Downs Target, $2.50; Grippers, $1.50; Skill Ball (stand) $7.00; Hi-Ball (like Keen-Ball) $7.50; Topsy-Turvy Derby, $2.50; Goofy, $4.00; Whang-Poo (stand) $5.00; Whippet (stand) $3.50; Gold Coast (stand) $6.00; Flash (legs) $6.00; Gottlieb Baseball, $1.00: Bank-A-Ball, $10.00; A.B.T. Check Target, $5.00: Fatima (stand) $10.00; Mills Bell Boy, $8.50; Grand Central (stand) $7.00: Baffle Ball, $1.40; Favorite, $2.00: Bally Round, $2.90; Buster Ball, $1.00; Skipper, $6.00; OK, $3.00; E-Z Aces (Hamilton), $75.00; Three Ring Circus, $3.85; Deuces Wild, $2.00; Pay Day (stand) $2.85: Four-way coin divider Jackpot for pin games, $3.00: Rollett, $6.00. One-third deposit required. Specify whether 1c or 5c slots. Method of shipment, express, freight or truck. Ideal Novelty Co., 3003 Lemp Avenue, St. Louis, Mo.

FOR SALE—CHURCHILL DOWNS, $2; VANDETTES, Steeplechase, $3: Goofys, Mat-Cha-Skor, Jockey Clubs, $4; Puritans, $6: with dividers, $8; Sharpshooter, $6; Speedways, $17; Ballyhoos, Favorites, Shanghais, Treasure Island Midget Highballs and Daisys, $2.50; Cadets and Sr. Highballs, $5; Bluebird gum venders, $1; High lustre peanut venders, $2.50; 5c Drilled Ball Gum Machine with set of gum, $2; Stands for Advance Machines, 75c. All above in A-1 condition. One-third deposit with order. Southern Automatic Sales Co., 542 South Second St., Louisville, Ky.

SOMETHING NEW, "GREEN LANTERN" PENNY Breath Pellet Machine. Big profits, locations galore. Sample $6. Lots of 10 $5 each. Latest amusement and vending machines, also large stock high-grade rebuilt machines. Special bargain list free. 1000 Jackpot attachments $4.50 to $8.50, roller bearing percentage regulators $1. Used No Value Tokens $4.50 thousand. Cash or trade for your late equipment. Coleman Novelty Company, Rockford, Illinois.

FOR SALE—11 NUMBER 2 MASTER VENDING MAchines chrome plated, penny-nickel. For peanuts or confection, $3.50 each, single or lot. First class condition and guaranteed. 1 Standard-Johnson Coin Counting Machine for pennies, $15 cash. One-fourth cash on vending machines, balance C.O.D. S. E. England, 1336 Indian, Tulsa, Okla.

500 USED SILVER CUPS, CENTURYS, WINGS, Broadcasts, Airways, Five Star Finals, Jrs. and Srs., Jiggers, Jr. and Sr., Double Shuffle Sr. (cost $39.50), Superior Pool, E-Z Aces (cost $150), Official Sweepstakes, Clubhouses, Peanut Venders to be sold immediately regardless of cost. First come, first served. We buy and sell all types of slot machines. Write or wire today. Roxy Vending Company, 923 8th Avenue, New York City.

ATTENTION—SILVER CUPS (LIKE NEW), $22.50; Snooker Tables, with four-way dividers (look keen), $17.95; Big Game Hunters, $5; Moving Duck Targets (A.B.T. guns), $5; Gyros, $3; Boop-a-Doops, $2.75; Tipsy Tumblers, $5.25; Honest Johns, $8.45; Ske-Bal-Etes, $2.25. Good locks, good keys, good condition inside and out. Get on our mailing list. M. T. Daniels, 1027 University Ave., Wichita, Kansas.

USED MACHINE BARGAINS!—MASTER TOY AND candy vendors, $3.50 each, or $30 for 10; Columbus 5c Peanut Vendors. $4 each or $35 for 10; Screwy and Goofy Pin Games, $4 each. Send 25 per cent deposit. Satisfaction guaranteed. Robbins Co., 141-W DeKalb Ave., Brooklyn, New York.

SEND STAMP FOR LIST OF USED MACHINES. Get on our mailing list. You save money on machines and supplies. Goodbody, 1826 East Main, Rochester, New York. Reg.

FOR SALE—20 BLUE BIRD. 12 CEDAR RAPIDS PEAnut Machines, $2.50 each; 7 Mills Bell Boys, $12.50 each; 2 Mills penny Junior Silent Venders, $35 each; Wows, $3; Shooting Stars, $2.50. Late Mills Escalators and Watling, Caille and Mills Deweys. Wayne Yount, Ottawa, Kansas.

WANTED—IRON CLAWS, TRAVELING CRANES AND other Diggers. Will quickly dispose of your used machines. State model, serial number and meter reading. CCC CLEARING HOUSE, 170 Fifth Ave., New York. (Reg.)

SEND CHECK $12.50 FOR 3800 NAMES OF COIN machine operators and jobbers. Also have a list of about 350 manufacturers and the larger jobbers of coin machines for $3.50. Also have a list of about 400 names of manufacturers and jobbers of novelties for $4.00. Herbert H. Duvall, Pikeville, Ky.

BALL GUM—NEW LOW PRICES ON THREE C BALL Gum. Write today. R. S. Johnson, 1053 Lakeview Avenue, Detroit, Mich. (Oct.)

WANTED—USED PEANUT AND BALL GUM MAchines. Good condition and priced to sell. Penny Sales Co., 603 West Cannon, Fort Worth, Texas.

FOR SALE—NATIONAL K. O. FIGHTERS, $10 EACH or 30 machines for $250. Nickel or penny slots. V. H. Pohle, Broadway and Cumberland Sts., Gloucester, N. J.

FOR SALE—18 WM. MICHAEL PEANUT MACHINES. A-1 condition, used only six months, $3.75 each. The lot with brackets for $60. Harold E. Cunningham, Mansfield, Penna.

WANTED TO BUY—PENNY BALL GUM AND PEAnut machines. Must be in good condition and cheap for cash. Southern Peanut Co., Box 4294, Oklahoma City, Okla.

FOR SALE—3 CAPEHART MODEL 28 G ORCHESTropes. Make us a cash offer. Condition guaranteed. Newsstand, Holdrege, Neb. (Jan.)

FOR SALE—RECONDITIONED IRON CLAWS AND Traveling Cranes, Perfect condition. Will install complete routes on suitable locations in any city. Write for details. CCC CLEARING HOUSE, 170 Fifth Avenue, New York. (Reg.)

WILL BUY—PEANUT AND BALL GUM MACHINES on location. From one to one hundred. Must be within a radius 200 miles of Fort Worth. Penny Sales Co., 603 West Cannon, Fort Worth, Texas.

EXCHANGE LATE MODEL JACKPOT RESERVE MINT Venders Mills or Jennings for Iron Claws, Panama Diggers, Airways, New Centuries, Official Sweepstakes, Chicago Clubhouses. National Vending Machine Co., 4140-42 Chestnut Street, Philadelphia, Pa.

FIFTY YU CHU CHROME PENNY GUM VENDORS, new and nearly new. Good reason for sacrificing. Write for information to L. C. S., 6012 Westminster Place, St. Louis, Mo. (Nov.)

GUM 20¢ BOX
EACH STICK WRAPPED LABELED AND SEALED
Choice 4 Flavors & 4 Labels!
100 STICKS IN BOX - SEND DEPOSIT
NEWARK N.J.
AMERICAN CHEWING 128 Mt. Pleasant

LEADERS FOR OVER 38 YEARS as MANUFACTURERS
Of Coin-operated Machines
HOME OF THE FAMOUS
"Electric Traveling Crane"
INTERNATIONAL
Mutoscope Reel Co., Inc.
449 W. 31st St. NEW YORK CITY

ADVANCE VENDING MACHINES
More Than 100 Models
Send for 1933 Catalogue
Advance Machine Co.
4641-47 Ravenswood Ave.
CHICAGO, ILL.

Ben J. Chromy
Counsellor in Patent Cases
710 Fourteenth Street, N. W.
Washington, D. C.

The Northwestern PENNY Merchandiser
Not only vends ALL Products It Sells Them
If you want big profits that are permanent year in and year out, try this Merchandiser before you buy any machine. Write for details today!
THE NORTHWESTERN CORPORATION
910 Armstrong St. Morris, Ill.

SWAMPED WITH ORDERS

A letter from Mr. Eckhart, of the C. F. Eckhart & Company, of Chicago, states that they are completely swamped with orders for their new machine WAHOO. However, he promises to give the readers of AUTOMATIC WORLD an interesting message next month. WAHOO is proving to be a real winner and has gone over big with the ops.

AMERICA'S FASTEST MONEY MAKERS

PLAYS 1c, 5c, 10c, 25c COIN

Ball Gum Model
SAMPLE
$21.50
Quantity Prices on Request

...And the STEADIEST!

The OFFICIAL is a little miracle game. There has never been anything like it . . . not a thing!

JUST LOOK at the way this "little fellow" is cleaning up money. Hundreds upon hundreds of reports show collections ranging all the way from $90.00 in 2 days up to $250.00 in 1 week. And no wonder. The little OFFICIAL runs 100 races and hour!

AND—the best part of it all is that the profits are steady. They keep rolling in week after week without let-up.

THAT'S WHY successful operators everywhere say, "The OFFICIAL is America's fastest money-maker . . . and the steadiest!"

Plain Model
SAMPLE
$19.50
Quantity Prices on Request

PLAYS
1c, 5c, 10c, 25c COINS

Better be SAFE than SORRY!

Remember, when you buy the OFFICIAL Sweepstakes—

» You are getting the ORIGINAL machine. It has all of the necessary 21 money-getting features. It has, for example, the little "Magic ball" . . . the big 30 to 1 odds . . . 60 different odds . . . and the 100% fool-proof mechanism.

» You are banking on a sure thing. On the machine that has already been proved best and most profitable by test.

» You have nothing to lose. THE OFFICIAL is fully guaranteed.

You must be satisfied or else your money goes right back to you. So play safe. Do not be fooled by cheap imitations. Put your money on the OFFICIAL. Make sure of satisfactory service and real profits.

SEE YOUR NEAREST ROCK-OLA DISTRIBUTOR TODAY

ROCK-OLA MANUFACTURING CORPORATION
600 West Jackson Boulevard, Chicago, Illinois, U. S. A.